JUNE 20, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

Radio WOW! and now CBS too . . !

Radio history is being written (June 19) as Regional Radio WOW, Omaha, proudly becomes a basic CBS Radio affiliate.

It's the biggest news in midwest radio since WOW was granted 590 kilocycles, 30 years ago!

Advertisers may now buy in station-created shows *(which beat all competitors two to one!*)* and get the NEW PLUS of *association with the star-studded top-rated CBS network shows* . . and . .

Both on 590kc, 5000w—facilities which deliver a high-fidelity, strong, signal 200 miles in all directions from Omaha.

This "*7-Plus*" Formula:

WOW + CBS + 590kc + a 750,000 radio-family area + a quality market + realistic, low rates + top station programing . . .

makes WOW Radio a MUST BASIC BUY for every national schedule!

Your John Blair Man, or WOW Sales Manager Bill Wiseman, will give you the new WOW-CBS story today.

*Proof: Pulse of the WOW Area, Nov. 1954

WOW

Regional Radio

590 kc
5,000 watts

OMAHA

Frank Fogarty, Vice President & Gen. Mgr. • Represented by John Blair & Co.
Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

WTVR

CHANNEL 6 RICHMOND, VA.

WISHES TO EXPRESS ITS APPRECIATION

FOR THE COOPERATION OF

OUR AGENCY FRIENDS AND ADVERTISERS

DURING OUR CHANGE JUNE 1

TO

ABC AND CBS

in exactly 26 days

our complete schedule

has been resold 7 am–12 midnight

A Miraculous Selling Job Has Been Done

"Keep your on"

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

Represented Nationally by **BLAIR TV INC.**

Let's Face It!

Your Iowa Campaign Starts With

KRNT-TV

DES MOINES

Your Iowa campaign starts with Des Moines . . . state capital and largest city . . . the shopping and distribution center . . . salesmen's home base. And your Iowa campaign starts with KRNT-TV, the showmanship station with CBS shows that run away with the ratings sweepstakes, PLUS Central Iowa's favorite personalities with established audience—and proved power to move merchandise!

Face the facts! The same showmanship savvy that always gives you the biggest Hooper and Pulse ratings in Des Moines Radio will operate the newest Know-How, Go-Now station . . . KRNT-TV.

ON THE AIR AUG. 1 . . . FULL POWER!

KATZ HAS ALL THE FACTS

CBS

KRNT AM TV

Channel 8 in Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD IS STILL 1st

BREAKDOWN OF HIGHEST RATED 15-MINUTE PERIODS
6:00 A.M. to MIDNIGHT, 7 DAYS PER WEEK
Radio Pulse, February-March, 1955

KRLD	(net.)	256 firsts
Fre. B	(net.)	132 firsts
Sta. B	(ind.)	39 firsts
Fre. C	(net.)	19 firsts
Sta. D	(net.)	4 firsts
	TOTAL	450

(54 first places were tied by 2 stations or more and omitted)

KRLD has 124 or 93.9% more firsts than Fre. B
KRLD has 217 or 556.4% more firsts than Sta. B
KRLD has 237 or 1247.4% more firsts than Fre. C
KRLD has 252 or 6300. % more firsts than Sta. D
Four other Dallas Stations have NO FIRSTS

KRLD has 62, or 32%, more firsts than all other stations and frequencies combined, including Frequency B.

KRLD delivers more total circulation between the cumulative hours 6:00 a.m. and 12:00 midnight, 7 days a week in DALLAS and FORT WORTH combined than any other station or frequency.

Pulse, Feb.-Mar., 1955

The CBS station for Dallas and Fort Worth. . . . . KRLD is the eighth largest CBS network station in the nation, circulationwise. Covers Dallas and Fort Worth . . . Two Markets for the Price of One!

The double duty station

KRLD
CBS

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY
John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

closed circuit®

JOB SECURITY • One of big items on agenda of NARTB board meeting at Hot Springs, Va., this week will be extension and renewal of contract with Harold E. Fellows as NARTB president. He's also doubling as board chairman. Substantially improved contract to run until next June, has disposed by negotiating committee. Mr. Fellows, who now draws $50,000 a year, with contract to run until next June, has discussed with committee project which would carry him to retirement age of 65. He is now 56.

B•T

AGENCY men injudicious enough to speak slightingly of radio may have to eat more authoritative words than their own. Radio Advertising Bureau has completed survey of leading agency executives' wives on their dependence on radio, now is getting ready to wield results as awesome club over doubting husbandly heads.

B•T

MACK'S MOVE • With confirmation of Richard A. Mack last Friday by unanimous vote of Senate, incoming commissioner plans to be sworn in about July 1, but will return to Tallahassee to clean up desk. He will probably settle in Washington about mid-July. With FCC in recess during August, Mr. Mack will have time to bone up on FCC activities prior to resumption of full schedules after Labor Day (story page 74).

B•T

SUMMER months, traditionally vacation time for many top-ranking shows, this year will be less colorful in another way too. NBC-TV is cutting its colorcasting schedule way down; CBS-TV is cutting it out altogether, but only for summer. Both say they'll have stand-out color lineups again when fall season opens.

B•T

MBS SINGLE RATE • Proposed new rate card for Mutual Network, providing single rate and single discount table for day and evening time, due to be submitted to MBS board of directors Wednesday. New card, it's understood, would peg daytime and nighttime gross hourly rate at half of what evening gross hourly rate is now, while revised discount structure, applicable to both day and evening time, would drop maximum discount to 47½% from present tops of 63% (including annual rebate).

B•T

THAT PENDING meeting of CBS Radio officials and members of CBS Radio Affiliates' Board of Directors—to discuss network proposal to cut station compensation 25%—was still pending late last week. Proposal was broached by network and rejected by affiliates board last month [B•T, May 30]. Since then, it's understood, neither side has shown signs of yielding but both sides remain hopeful of early, amicable agreement. Plan is linked to another CBS Radio proposal, generally agreeable to affiliates board, to set single day-night time rate (in lieu of present arrangement which accomplishes same purpose via elaborate discount structure). Contract amendments by which affiliates agreed last fall to additional discounts equalizing night and day costs is due to expire Aug. 25 unless extended.

B•T

FAVORITE SON • There's campaign on in Utah to have Robert H. Hinckley, ABC Washington vice president and native of Ogden, run for Senate next year on Democratic ticket. Mr. Hinckley, who holds number of business interests in Utah, so far has resisted blandishments, asserting he does not wish to run for political office. He is former member of Civil Aeronautics Authority (1938-40), was Assistant Secretary of Commerce (1940-1942) and made great record as director of contract settlement at close of World War II (1944-1946).

B•T

WHO WILL succeed Ralph Hardy as NARTB vice president in charge of government relations, now that his resignation to become Washington vice president of CBS Inc. has been accepted (story page 89)? It's understood NARTB President Harold E. Fellows would like to move Vincent Wasilewski, chief attorney of trade association, to this post but concern is expressed whether he could be spared as head lawyer during these seething times.

B•T

MAIN CHANCE • No drastic decisions came out of last week's top policy board review of Allen B. DuMont Labs' broadcast operations (WABD [TV] New York, WTTG [TV] Washington and DuMont's Electronicam live-film camera). Future of upcoming plans said to be still tied to ability of Electronicam system to develop sales activity among advertisers and agencies. Policymakers, watching its progress carefully, are hopeful that Electronicam will get up steam, opening way for DTN's future travels.

B•T

ART ROSS, member of radio-tv department of Campbell-Ewald, Detroit office, moves to New York to become radio-tv director of agency's New York office, succeeding W. S. Ballinger who has resigned and is leaving for Europe. Mr. Ballinger will announce his plans when he returns.

B•T

SUCCESS STORY • Contention that independent tv stations cannot survive in other than top markets is being disproved in Tacoma-Seattle, according to J. Elroy McCaw, owner of KTVW (TV). Mr. McCaw acquired station last September and it's now exceeding $50,000 per month in billings and is in black. Station operates on ch. 13 in four-station dual market.

PLANS for full-dress convention of Radio Advertising Bureau members now being worked out and will be announced shortly. It'll be Oct. 13-14 at Waldorf-Astoria in New York with top agency and advertiser executives slated to join station, network, and representation firm officials in give-and-take on how best to use radio as advertising medium.

B•T

BUCK PASSED • Wary of getting caught in squeeze between political-military brass in fight over protest by KUAM Guam that proposed military morale tv station on ch. 8 there will put it out of business because of free commercials in network kinescopes, FCC has quietly passed buck to Defense Dept. in hope of "equitable decision" at "early date." But Defense told KUAM it awaited FCC position, would be influenced by Commission comment.

B•T

IN DODGING hot Guam issue, FCC may be losing ground in constant battle with military over final authority and equitable sharing in frequency use. By law, President can assign any channel for government use, with FCC allocating what's left. Feeling is strong now that FCC in Guam case has retreated to point where government can pre-empt channels almost at will.

B•T

TUITION PLAN • Washington radio attorney, up to his eyebrows in subscription tv case, told his son last week: "I expect to see subscription television pay your way through college." Youth is 14.

B•T

BOTH SENATE and House commerce committees may get their teeth into modification or repeal of Sec. 309(c) of Communications Act, which permits anyone with purported economic interest to get automatic hearing. Chairman Harris of House subcommittee, has scheduled hearings to begin Wednesday with prospect Comr. Doerfer will advocate rescinding of entire provision, while FCC Chairman McConnaughey, probably to appear on Friday, will advocate modification to eliminate automatic hearing aspect. It develops also that Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.) may hear testimony on provision at hearings within fortnight.

B•T

FAREWELL FEED • Friends and associates of retiring FCC Comr. Frieda B. Hennock are arranging testimonial dinner to be held mid-July, exact date to be determined. Miss Hennock plans to enter private administrative law practice in Washington after departure from FCC June 30. Miss Hennock will be host this Friday at luncheon for wives of Commissioners.

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

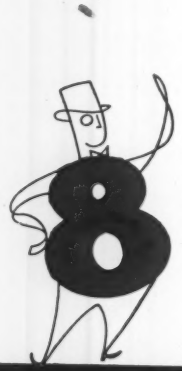
Good news backed by *facts*. In the vast area reached by WGAL-TV's 316,000-watt signal, there are over three million people and their annual effective buying income *is* $5¼ billion. Good news backed by *facts*. Many local and national advertisers on WGAL-TV are building wonderful sales stories for their products. Here is one of the greatest selling potentials in the country. We suggest that you act *fast*.

STEINMAN STATION • Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco



Channel 8 Mighty Market Place

Harrisburg York | Lebanon Reading | Hanover Pottsville | Gettysburg Hazleton | Chambersburg Shamokin | Waynesboro Mount Carmel | Frederick Bloomsburg | Westminster Lewisburg | Carlisle Lewistown | Sunbury Lock Haven | Martinsburg Hagerstown

at deadline

PUBLISHERS OPERATING TV STATIONS ASKED TO FIGHT FOR PAY-SEE VIDEO

PUBLISHERS of newspapers operating tv stations are being urged in letters sent by Comdr. E. F. McDonald Jr., Zenith president, to use their "great editorial power" on behalf of subscription tv.

Describing television as "deadliest competitor for advertising dollars that the press has ever had," Comdr. McDonald added this hint to publishers, "I realize that your organization is also in television, but I believe that your prime interest is in the printed word."

The McDonald letter pledged subscription tv to operate without advertising. Citing tv's 1954 revenues of "close to one billion dollars from advertisers for the privilege of using the publicly-owned tv channels," he said two networks, CBS and NBC, "collected $272,297,257 from advertisers to pay for the programs they 'gave' to the public." (See FCC 1954 tv revenue data page 35.) Total network billing was $320,154,274, he wrote publishers, adding, "The American press today is being subjected to competition by tv networks that are using publicly-owned airwaves to provide themselves with a free circulation and delivery service."

In arguing merits of fee tv, he said that it "will carry no advertising" if authorized and put into commercial operation. When tv station "is presenting a fine box office show by subscription tv, it is obviously not a competitor for advertising," he added, and fee tv "will become a tremendous new customer for profitable entertainment advertising in order to sell its product to the public."

Comdr. McDonald wrote publishers that tv networks fear fee tv "will dilute the monopolistic control they now exercise over independent tv stations. They also fear that the competition of subscription programs without advertising will cut into their profits."

Bill to Ban Fee Tv Offered by Rep. Celler

BILL to prohibit tv stations from charging public to view programs introduced Friday by Rep. Emanuel Celler (D-N. Y.). Bill would amend Communications Act to forbid FCC from licensing any tv station charging fee to view programs on home receivers; also includes penalty of $10,000 or five years in jail or both.

In statement issued with bill's introduction, Rep. Celler declared he doesn't want "box offices" in American homes. He claimed pay tv would black out free tv, siphon off good programs and divide American people into those who can afford to pay and those who cannot. He said trouble with American tv today is "not lack of money but lack of talent." "Gasmeter tv cannot guarantee good shows," he said.

Referring to remarks about advertising on subscription tv by Walter O'Malley, president of Brooklyn Dodgers on *See It Now* show (story page 87), Rep. Celler said, "So, some of the inane, inept, if not insane, tv commercials will still be with us."

Tv is still in its infancy, New Yorker said, but already it has brought into home "great box office" programs.

It's WISN-TV Milwaukee

CALL letter change of Hearst-owned WTVW (TV) Milwaukee to WISN-TV, effective July 1, announced by FCC Friday. Tv outlet, on ch. 12, is companion to Hearst's WISN radio there.

George Duram Dies

GEORGE DURAM, 44, account media supervisor, Benton & Bowles, New York, found dead Friday in New York. He had served with Vick Chemical Co., Lever Bros., C. E. Hooper Inc., H. W. Kastor & Son, Dancer-Fitzgerald-Sample and Geyer Inc. Survivors include wife, Eleanor; five children, and brother Art Duram, vice president in charge of radio-tv, Fuller, Smith & Ross.

Storer Stock on N. Y. Exchange

LISTING of Storer Broadcasting Co. common stock on New York Stock Exchange has been approved by exchange, effective July 2, with trading in stock to start July 5, SBC President George B. Storer announced last week. All of 788,251 issued and outstanding shares of Storer common will be listed. It will be only listing on exchange for company whose principal business is ownership and operation of radio and television stations, spokesmen said.

New Britain Hearing Asked

WNHC-TV New Haven, Conn., petitioned FCC Friday to hold "full, evidentiary hearing" on NBC's purchase of WKNB-TV New Britain and its move to a more central area in Connecticut River valley. WNHC-TV asked that FCC enlarge issues on purchase to include questions of multiple ownership, chain broadcasting rules and antitrust violations. NBC-WKNB-TV oral argument is scheduled July 7.

New 'Red Ryder' Series

CBS-TV FILM SALES will syndicate new *Red Ryder* tv film series, based on adventures of newspaper comic strip character. Series will be produced in Hollywood by Flying A Productions, with filming scheduled shortly.

MAKERS GUESS

MEN who make sets hazarded radio and tv receiver production guesstimates last week at RETMA convention in Chicago. Out of RETMA radio-tv industry committee came these predictions:

1955—Radio receivers, 12.5 to 13 million, including 4.5 to 5 million auto sets; black and white tv, 7 to 7.3 million; color tv, 35,000 "contingent on increased network programming." For 1956—black and white tv, 6.5 to 7 million, color tv, 250,000-300,000. No figure was given for 1956 radio.

• BUSINESS BRIEFLY

NESCAFE SPOTS • Nestle Co. (Nescafe coffee), through Bryan Houston Inc., N. Y., placing saturation radio spot announcement campaign starting July 4 for six weeks in half-dozen markets.

WANTS ADJACENCIES • Wilson Chemical Co. (White Cloverine salve), Tyrone, Pa., interested in buying minutes around *Disneyland* on ABC-TV on east coast stations. Agency is Walter J. Chattick, Phila.

SERVEL TV SPOTS • Servel Inc. (refrigerators and freezers), Evansville, Ind., planning 10-week tv spot announcement campaign in number of small markets, effective June 27. Hicks & Greist, N. Y., is agency.

SLENDERELLA ON COAST • Slenderella Intl., Darien, Conn., has signed to sponsor one-half of *Ruth Ashton Show* on Columbia Pacific Radio Network, starting today (Mon.), and also has three five-minute news shows and series of 20-second station break announcements on WNBK (TV) Cleveland. Agency: Management Assoc. of Connecticut, Darien.

FORD BUYS • Ford Division of Ford Motor Co., through J. Walter Thompson Co., N. Y., to sponsor once-monthly, 90-minute *Ford Star Jubilee* on CBS-TV, Saturdays, 9:30-11 p.m. EDT, starting Sept. 24.

ALTERNATE ON 'LOG' • W. A. Sheaffer Pen Co. and Maytag Co. to sponsor alternate weeks of *Navy Log*, new CBS-TV adventure series based on exploits of U. S. Navy personnel as taken from official record, starting in fall, Tues., 8-8:30 p.m. Series being produced by network in cooperation with U. S. Navy. Agencies: for Sheaffer, Russel M. Seeds; for Maytag, McCann-Erickson.

Safford Named to WLS Post

KEY executive appointments, including promotion of Harold Safford to newly-created post of assistant to general manager, announced Friday for WLS Chicago by General Manager Glenn Snyder. Mr. Safford, veteran of 29 years with *Prairie Farmer* outlet, also will be responsible for sales, station promotion, special events, public relations and publicity.

Other appointments are those of Herbert Howard, assistant program director, producer-director of *WLS National Barn Dance*, as program director and production manager; Al Boyd, production manager, as sales service manager, continuing certain other special activities, and William Nelson, top production man, as sales promotion manager.

Named to Agency Posts

NEW appointments announced by F. Kenneth Beirn, president of Biow-Beirn-Toigo, in agency's radio-tv department under Vice President Roy Winsor: John E. Mosman named manager of radio-tv and Marc Statler becomes manager of film production, both in New York; Arthur Napoleon named manager of radio-tv in Hollywood, and Robert Busch, transferred from New York to Hollywood as production manager.

Vital TO THE LIVES OF DETROIT'S MILLIONS

At work, at play . . . in their homes, in their cars . . . WJBK Radio is the constant companion, the entertaining friend, the handy, ever-reliable source of news, weather, sports and music for the millions of folks in the Dynamic Detroit area. What better spot for your sales message than the station with the consistent high tune-in, night and day, every day . . .

WJBK Radio
DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

ECONOMIC PROTECTION PLEAS MAY LEAD TO UTILITY CONTROL, DOERFER WARNS

BROADCASTERS face danger of harassing each other into state of complete utility-type regulation if they keep running to FCC and courts for economic protection, FCC Comr. John C. Doerfer warned Friday in address to Maryland-District of Columbia Radio & Tv Broadcasters Assn., meeting at Ocean City, Md. Seventy-five broadcasters attended.

Judging by station protests under Communications Act (309C), he said, broadcasting industry "is swinging away from the competitive concept." If practice of asserting right to be heard on ground of economic injury gains headway, he said, next step might be drawn-out hearings on simple renewal applications or even sales and transfers.

Comr. Doerfer said three-year record of station might show some slips which competitor could offer at renewal hearing but would not show wastebaskets full of material that had been courageously rejected.

FCC's doors are always open to valid protests, he said, but warned "economic protectionists" place unnecessary burdens on FCC and can cause critical delays in solving major issues before Commission.

Frank Coulter, Young & Rubicam associate media director, urged radio stations to make self-examination in light of 1955 competitive media picture and present fresh, new concept instead of following 1950 formulas. Mr. Coulter took part in media panel with H. Leslie Battin, Sears, Roebuck & Co. advertising manager, and Geoffrey Abel, Henry J. Kaufman & Assoc.

Leslie H. Peard Jr., WBAL-AM-TV Baltimore, presided at meeting. Speakers included Ralph W. Hardy, NARTB government relations vice president who resigned last week to join CBS Inc. as Washington vice president; John Hoagland, BBDO New York director of new program development; Charles H. Tower, NARTB employer-employe relations manager; Ed Codel, vice president of The Katz Agency; Ollie Treyz, president of Television Bureau of Advertising, and Joe Culligan, NBC tv sales vice president.

ABC Film Puts Emphasis On Local, National Spot

EMPHASIS on selling tailored to local programming and national spot advertiser needs highlighted five-day, third annual national sales meeting in New York of ABC Film Syndication, ending Friday on theme of role of field salesmen in growth and development of syndicated film industry, officials said in report being issued today (Mon.).

Panel included speakers Don W. Sharpe, executive producer of *Sheena, Queen of the Jungle* series soon to be released and presented to meeting Tuesday; Ray Nelson, national spot sales manager, Television Bureau of Advertising, and Ted Cott, general manager, DuMont's o&o stations.

Luncheon Friday attended by Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; Robert H. O'Brien, AB-PT executive vice president, and Robert M. Weitman, ABC vice president in charge of programming and talent. Robert E. Kintner, ABC president, was out of town, unable to attend. George T. Shupert, ABC Film president, opened meetings Monday, reviewing progress, upcoming properties and policy. Don L. Kearney, vice president in charge of sales, presided.

Screen Actors Ask Boost

AVERAGE 25% minimum pay boost asked by Screen Actors Guild in Hollywood negotiations with Alliance of Tv Film Producers and major tv studios. Daily minimum rates would be raised from $70 to $90; weekly $250 to $300, and term contracts from $160 to $200. Other demands include increases in re-run and other payments. Further negotiations slated this week. Guild pact expires July 21.

KALL Seeks Power Boost

KALL Salt Lake City, operating 1 kw fulltime on 910 kc directional, filed bid with FCC Friday for boost in day power to 5 kw non-directional.

WERI Sold to Malo

WERI Westerly, R. I., sold for reported $50,000 to William F. Malo Jr. of Madison, Conn., and associates, effective upon FCC approval. Station purchased from R. G. Moore of Ware, Mass., majority stockholder, and five others, including Warren M. Greenwood, general and commercial manager, who will resign. WERI, started in 1949, operates with 250 w on 1230 kc. Mr. Malo has been connected with WNHC-AM-TV New Haven.

WITV Hollywood Gets Boost

WITV (TV) Hollywood, Fla., ch. 17, granted boost in radiated power from 162 kw to 204 kw visual power with antenna 730 ft. above average terrain.

UPCOMING

June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20: Start, WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
For other Upcomings see page 113

PEOPLE

I. E. SHOWERMAN, general manager of Hearst-owned WISN-TV, formerly WTVW (TV), and WISN Milwaukee, named resident vice president of Hearst Corp.

WILLARD SCHROEDER, general manager, WOOD-AM-TV Grand Rapids, father of boy, David Will, June 14. Eddie Chase, WOOD radio-tv personality, also father of boy, Ricky Lee, same day.

ROBERT A. OLSEN, BBDO, N. Y., transferred to agency's Atlanta office where he will work with Lee Offen, BBDO regional manager, to increase scope of services to BBDO clients with distribution to Southeast.

BUD SHERAK, account research director, Kenyon & Eckhardt, N. Y., has been appointed assistant director of research.

WTMJ-TV Establishes 30-Second Announcement Rate

MOVE to "clean up" admittedly poor tv industry practice of double and triple spotting in station break time has been put into effect at WTMJ-TV Milwaukee, Walter Damm, vice president and general manager of radio-tv, *Milwaukee Journal* station, announced Friday.

In revision of its rate card, effective July 1, WTMJ-TV has revamped announcement rates to include 30-second, exclusive spot for $300. New rate card continues to carry 20-second and 10-second spots ($200 and $80, respectively), but Mr. Damm believes many advertisers will be willing to pay premium rates to have unshared showing in station break time during Class A network and local programs. Last two seconds of each announcement time are reserved for station identification.

New rate card maintains 1955 Class A hour rate at $1,150, but eliminates one-minute spot. Minute spots will now be confined to participating programs, charges to be determined by program popularity. Previously, Class A one minute or less cost $180, IDs, $72.

Spartanburg Case Reopened

REOPENING of record in Spartanburg, S. C., protest case granted Friday by Chief FCC Hearing Examiner James D. Cunningham at request of WGVL (TV) Greenville and WAIM-TV Anderson, S. C., which had protested transmitter move of ch. 7 WSPA-TV Spartanburg from Hogback Mt. to Paris Mt., outside Greenville. Three-day hearing held last April, and proposed findings filed May 17. Protestants, both uhf stations, argued they did not have time to complete cross-examination of Walter J. Brown, president of WSPA, and to present depositions.

WGR-TV Seeks Satellites

WGR-TV Buffalo asked FCC Friday to add ch. 26 to Shinglehouse, Pa., and ch. 37 to Clymer, N. Y. Ch. 37 will come from Meadville, Pa., WGR-TV pointed out, and asked that ch. 62 be allocated there. If FCC approves ch. 2 WGR-TV said it will apply for Shinglehouse and Clymer for satellite operation.

Illinois Shift Asked

BECAUSE Central Illinois is predominantly uhf area, ch. 17 WTVP (TV) Decatur, Ill., petitioned FCC Friday for rule-making proceeding to remove ch. 2 from Springfield, Ill., and assign it to some other unspecified city in Midwest where it won't cause intermixture problem. Ch. 2 is subject of initial decision issued last December to grant Sangamon Valley Tv Corp. and deny competitive bid of WMAY there. WTVP would substitute ch. 23 from Decatur.

the week in brief

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ABC-TV gathers steam to make a three-way race of network competition. This year's billings should top 1954 by 68% 27

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departments

Advertisers & Agencies	29	Film	55	On All Accounts	20
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TELECASTING

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*Reg. U. S. Patent Office

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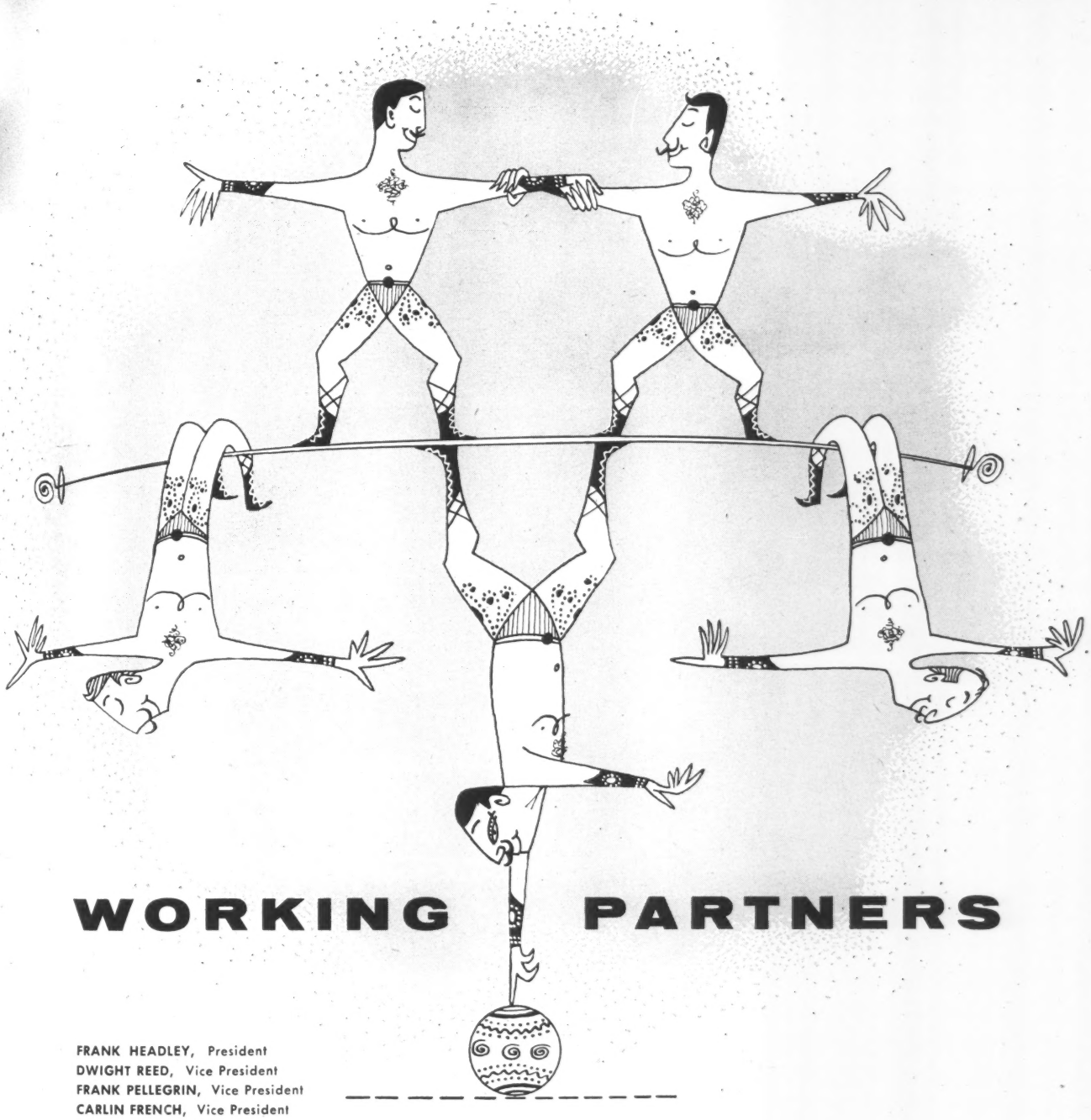

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RADIO H-R TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC.

The *working partners* who founded H-R, are still *very* much in the act. We're still partners . . . still working . . . still making daily calls.

But the H-R organization has grown! More offices . . . much larger staff . . . better facilities.

The reason for this continued and healthy growth, we've often been told . . . is because "We Always Send a Man to Do a Man's Job."

We believe our stations and those who buy time from us, are entitled to this kind of service.

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Randolph 5149

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101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, *Mgr.*
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

Famous on the local scene...
The Old Man of the Mountains never fails to impress the visitor,
but those living in the shadow of this remarkable formation
feel the inspiration of its quiet dignity.
Storer Stations too, have achieved similar
positions in the communities they serve.
Known afar, but loved at home . . .
a Storer Station is a local station.
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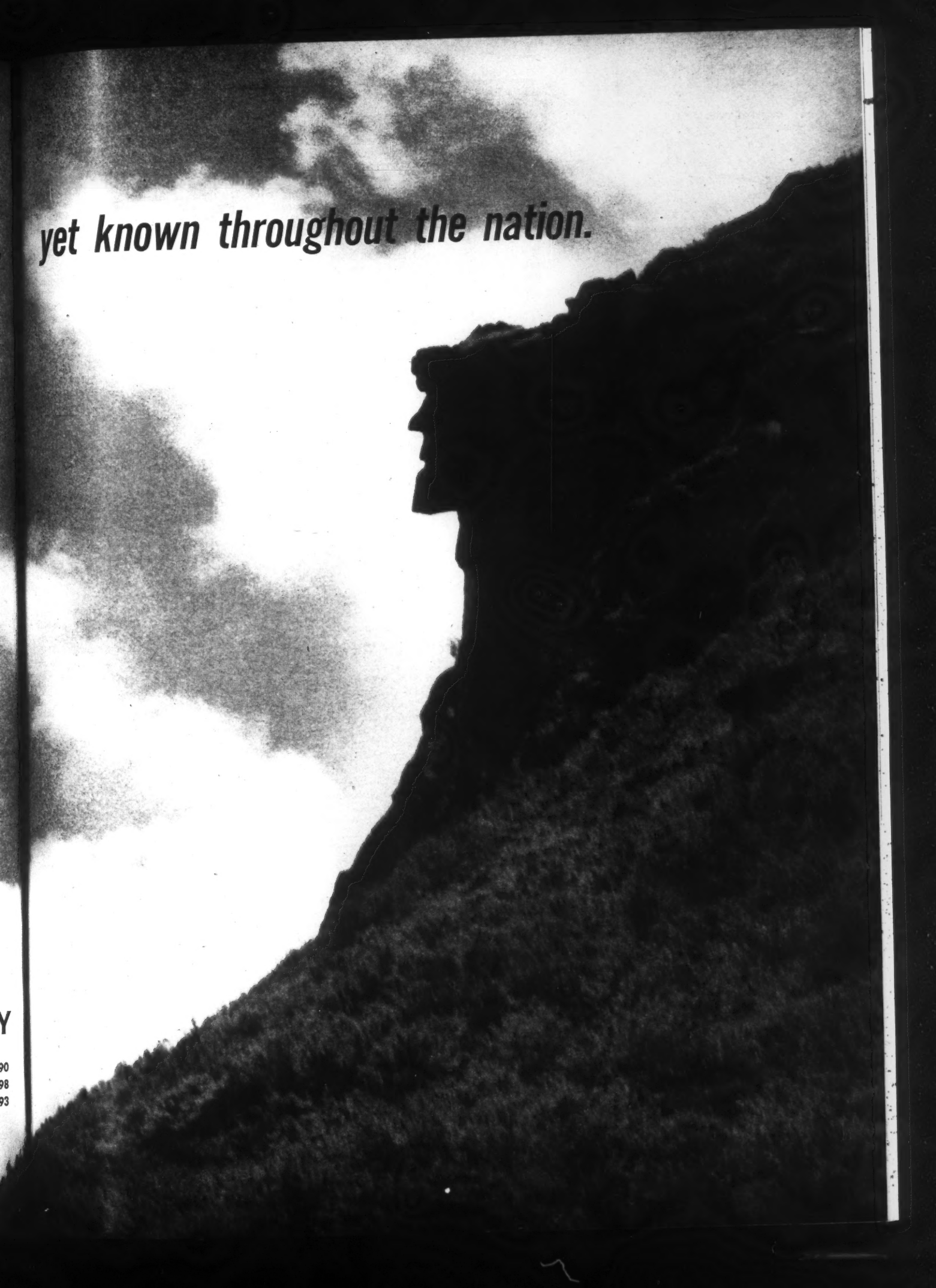

yet known throughout the nation.

CAPITAL TYPES #4

CLOAK AND DAGGER

Bitter about the beautiful-female-spy myth, takes it out on his wife. Never tells her anything. Has secret charge account at the corner delicatessen.

But there is nothing secret about the success of WTOP Radio in the Washington area. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. There's nothing undercover about where and how you can best tell your sales story in Washington.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

MONITOR

NBC has cast asunder the conventional "radio clock" for better or worse—probably better—with the premiere of its *Monitor* weekend network programming service. Whether it will find it profitable to keep on "going places and doing things" in the months ahead remains to be determined.

But *Monitor* seems to have made at least a promising start with its new concept of radio service for the casual listener at home, on the road, at the beach. Certainly the ingredients are there—an intricate facilities setup and a goodly assortment of "communicators," plus a flexible format.

NBC President Sylvester L. (Pat) Weaver explained the purpose and objective of *Monitor* at the start. Viewers were then given a digest of the news by Dave Garroway, a BBC remote on the French racing disaster, a special report by Frank Bourgholzer on the accident. There was a recurring, mildly amusing sequence with Bob & Ray.

For remotes *Monitor* picked up a jazz concert at Hermosa Beach, Calif.; interviews with inmates from San Quentin prison; a double-talk sequence by Al Kelly at Hurley & Davies tavern in New York City; a commentary by Roscoe Drummond from Washington, D. C.; on-the-spot interviews by W. W. Chapin at Idlewild Airport preparatory to the departure of Flight 860 for London, and other interviews and commentaries. And there were ball scores, *Monitor* snapshots, book reviews and other features, including a well-acted scene from the play, "The Fairly Fortunate," with Victor Jory at the famous Bucks County Playhouse, and excerpts from the latest Dean Martin-Jerry Lewis movie, "You're Never Too Young," premiering in the Catskill Mountains.

The Highlights

Among the highlights (and those things radio does best) were a three-way pickup from Bonn, Germany, Washington, D. C., and New York on Chancellor Adenauer's proposed trip to Moscow; Vincent Sheehan from Asia; an interview with actresses Mary Martin and Helen Hayes; a radio signal from Jupiter (400 million miles from earth); an interview with "Crazy Otto" from a Berlin beer hall; semi-documentary interviews with San Quentin inmates. There were, of course, difficulties: *Monitor* had trouble picking up Flight 860 over the Atlantic, an Argentina interview (said to be censored), and the Detroit Zoo's lion house.

Credit must go to Clifton Fadiman and Dave Garroway who distinguished themselves as communicators in the premiere, along with James Fleming, executive producer and editor.

What of the future of *Monitor?* In the end, its potential lies in getting the casual listener to tune in frequently rather than continuously over a 40-hour weekend spread. And therein also lies probably its major defect: the failure to impress upon listeners its breakdown in types of fare (baseball scores, news, remotes, variety, etc.) by segments.

Until it does, the *Monitor* clock is likely to be less known for what it may herald at a given time than its catchy conglomerated Morse-like trademark set to music or the equally catchy "Monitor Mambo."

Executive Producer & Editor: James Fleming.
Managing editor: Burrought Prince.
Producer & Director: Michael Zeamer.
Communicators: James Fleming; Dave Garroway; Clifton Fadiman; Walter Kiernan; Bob Elliott & Ray Goulding; Morgan Beatty; Frank Gallop; Ben Grauer.
Sylvester L. Weaver Jr., president of NBC, introduced the program.

GRAND OLE OPRY

THE twang of "gee-tars," the stomp of square dancers and the nasal plaints of hillbilly singers echoed across the land two Saturday nights ago as the 30-year-old *Grand Ole Opry* was shown live for the first time on tv. This was a one-shot presentation on NBC-TV, in actuality a showcase for New York and Chicago advertising agencymen.

The tv presentation was originated by WSM-TV Nashville, the home of *Grand Ole Opry* for nigh these thutty years. It did a fine job in putting this myriad-charactered, bucolic extravaganza on the air. Certainly, the setting was an interesting surprise; it took the form of a representation of the interior of a barn rather than an attempt to depict the real thing. In a way it was refreshing.

It was refreshing, too, to see as well as hear the characters who have become folklore in American life, not to say American broadcasting. Ernie Tubb, Carl Smith, Minnie Pearl, etc., cavorted about, laughed, sang and "put on a show" in the kind of spirit that makes the glossed, professional performances of tv's major revues (*Toast of the Town, Colgate Comedy Hour,* Max Liebmann's musicals) seem pallid in comparison. That's *Grand Ole Opry's* best recommendation; it's got spirited performers.

We particularly enjoyed the square dancers—who quick-stepped through their complex patterns with such effortless ease. The boys and gals looked like the youngsters down the road—certainly they had none of the artificiality of the Hollywood or New York pros. Why, one of the girls—a cute, healthily-plump teenager—actually wore horn-rimmed glasses!

For the rest, there were the singers—males and females; hill-billy popular and hill-billy hymnal—with much noisy accompaniment by guitars and other stringed instruments. There was a comedy musical trio—that ended in pie throwing.

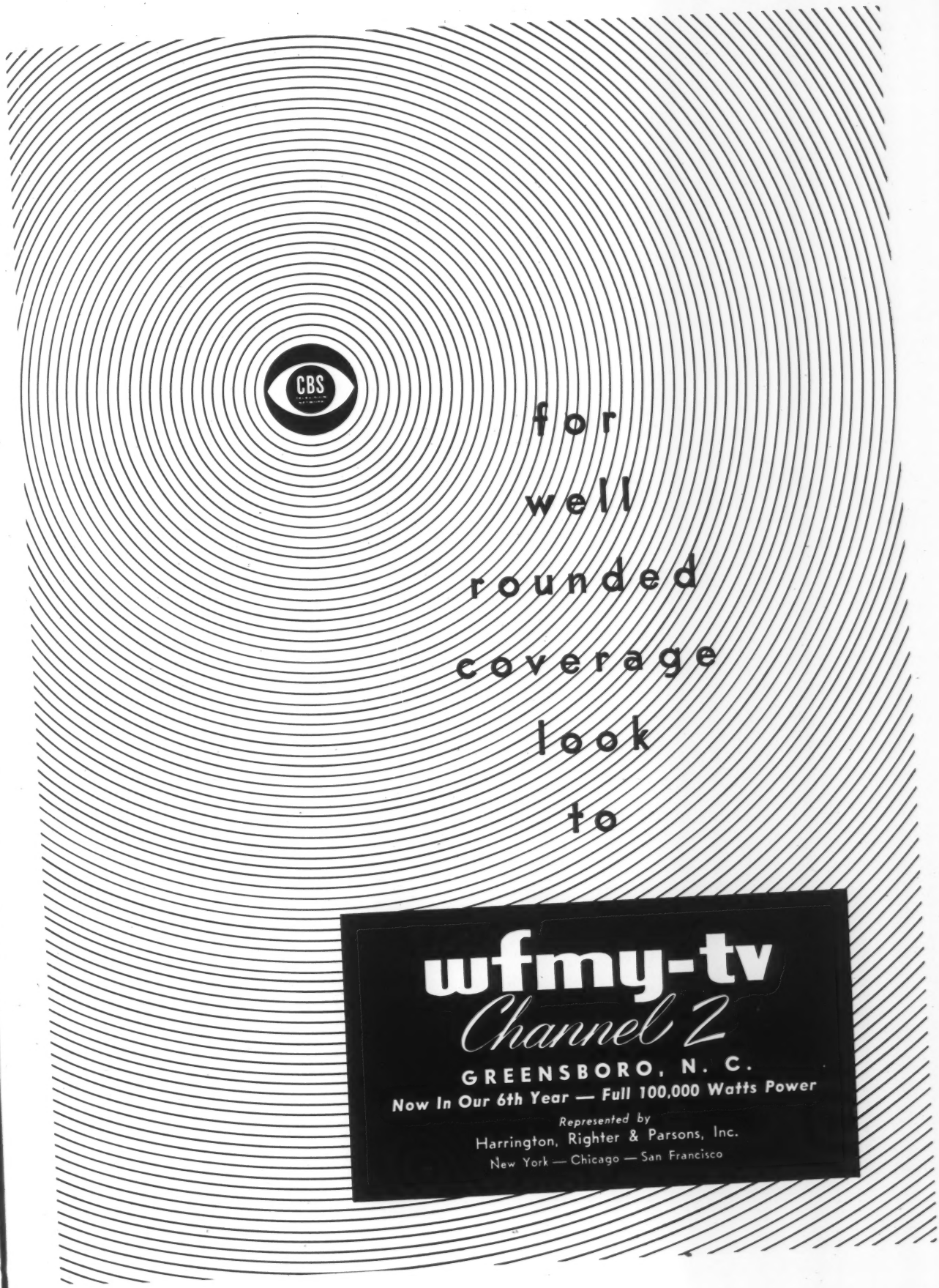
Country Laughter

And there was Minnie Pearl and Rod Brasfield tellin' jokes (Sample: they got these here new combination dresses now; first you take off the jacket and you've got a sunsuit, then you take off the skirt and you've got a playsuit, then you take of the bodice and you've got a bathing suit . . . Yes, yes, what else? Wal, now, ifen you take anything else off you've got a law suit!). It brought the house down.

Hordes of people must love this genre, because almost every city of any size has its hillbilly troupe on the air. Nationally, *Grand Ole Opry* and others of similar format have been on the radio networks for years. On tv, only ABC-TV has tried to do something nationally with hillbilly; it has Red Foley and Pee Wee King on different nights.

Excerpts from *Grand Ole Opry* are being shown in about 60 tv markets as of this writing. Under the title *Stars of Grand Ole Opry,* a weekly syndicated film series is sponsored by Pillsbury. The films are made by Flamingo Films Inc. [B•T, Feb. 14, May 16].

Network: NBC-TV, Sat. 8-8:30 p.m.
Sponsor: R. J. Reynolds Tobacco Co., through William Esty, N. Y.
Producer: Fritz Kleibacker.
Asst. Producer: Elmer Alley.
Technical Director: Jack Hopkins.
Script: Noel Digby.
Singers: Carl Smith, Ernest Tubb, and Faron Young; Gospel: Martha Carson; Singer with Gospel: Anita Kerr; Comedy singers: Alonzo & Oscar & Cousin Jody; Ballads: Anita Carter; Guitar: Chet Atkins; Singing Group: The Carlisles; Comedy Skit: Rod Brasfield & Minnie Pearl; Dixie square dancers.


CBS
for
well
rounded
coverage
look
to
wfmy-tv
Channel 2
GREENSBORO, N. C.
Now In Our 6th Year — Full 100,000 Watts Power
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

NEW... RCA

All New Type T

10,000 WATTS ER

Good Color Performance Depends on These Specifications

- Power Output . . . 1 Watt
- Differential Gain (Linearity) . . . 0.5 db max.
- Differential Phase Distortion (at 3.58 mc) . . . less than 1%.
- Amplitude Frequency Response . . . Flat within 3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression . . . Negligible.
- Low Frequency Square Wave Response . . . Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.

High-Power MICROWAVE

TVM-1A designed for Color TV

(Best for Monochrome, too)

ERP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system . . . from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

HIGH POWER

An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

SOUND DIPLEXING

Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

TRANSMITTER AUTOMATIC FREQUENCY CONTROL

Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

TRANSMITTER PICTURE MONITORING

This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

"Chief says me numbah one wife *only* 'cause I tell him about . . .

Northern Indiana's
SUPER station
. . . 250,000
watts plus . . . with a
SUPER audience
. . . more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Elkhart, Indiana
Channel 52

JOHN F. DILLE, Jr., *President*
JOHN J. KEENAN, *Commercial Manager*

NORTHERN INDIANA'S *Most Powerful* STATION

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

OPEN MIKE

Living Proof

EDITOR:

Best way to let broadcasters know that you are alive is to get a mention in B•T.

I have already had several comments re our company's testimonial to radio in your June 6 number.

Bert Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas

No Geishas?

EDITOR:

Even with a Speed Graphic I'm not much of a photographer, but I can guarantee you this is one you'll never get again—it's [FCC Comr.] Rosel Hyde, clad in a Japanese kimona; chopsticks tightly clutched in hand; just waiting for the sukiyaki to be served from the hibachi grill that's in front of him at the table.

Mr. Hyde and George Turner, Chief of the FCC's Monitoring Bureau, have been here as guest observers on a Coast Guard Air-Sea Rescue demonstration.

The festive occasion pictured was last weekend's Ishii Gardens Tea House party in honor of Messrs. Hyde and Turner attended by station

members of the Hawaiian Assn. of Radio & Television Broadcasters.

Seated next to the Commissioner [who is on the right] is Mrs. Hollinger, and beyond her is Royal Howard, owner of KIKI.

Fin Hollinger, Exec. V.P.
KPOA Honolulu

Then and Now

EDITOR:

BROADCASTING • TELECASTING had a rather extensive article on the new research job done by NBC-TV . . . full-scale "before" and "after" study in Ft. Wayne, Ind. [B•T, May 30]. The report would make one believe that television was the only medium that could do an effective sales job.

It's interesting to refer back to a similar study which NBC Radio did during March, 1952, and this study too was made in Ft. Wayne as well as Davenport, Iowa.

The recent television report shows that Gleem showed an increase in sales "after television" of 9.2%; Pet Milk an increase in sales of 6.9%; Ajax, 5.5% and Glo-Coat, 11.1%. There are some similar comparisons in the radio report. Take, for example, Pet Milk, which is a direct comparison of radio with the television study, and we find in the published report that by the use of the Mary Lee Taylor program there was a 30% sales increase among those who listened to Mary Lee Taylor which is a direct comparison to the increase of 6.9% of those who watched the Pet Milk television program. We don't have a direct comparison for Gleem which showed a 9.2% increase because of television among viewers, but Dr. Lyons comes close to a good comparison and through the use of *Stella Dallas* on radio, Dr. Lyons among listeners to the program showed a 64% sales increase. . . .

Gale Blocki Jr.
Dir. of Midwestern Sales
Radio Advertising Bureau
Chicago

Nothing New

EDITOR:

We were pleased to note in a recent issue of B•T that another Milwaukee radio station has finally banned off-color, risque records and placed them out of bounds.

Having had such a policy ourselves since our first broadcast more than 30 years ago, we welcome the opportunity to congratulate a competitor on the recognition of the type of standards by which all of us should be guided.

George Comte, Mgr.
WTMJ-AM-TV Milwaukee, Wis.

EDITOR:

The William Green article in your June 6 issue of B•T is splendid, but WNMP has been doing this for the past six years.

Angus D. Pfaff, Pres.
WNMP Evanston, Ill.

[EDITOR'S NOTE: The Green article, explaining how Utica, N. Y., radio stations used college journalism students to help cover local news, made no claim that the Utica development was unique.]

Thank-You Note

EDITOR:

One of the most outstanding contributions ever made to the public understanding and sympathy for the cause of crippled children came from members of the radio and television industry during the 1955 Easter Seal campaign.

Some 394 radio and television network shows carried special features, script integrations, film spots, slides or special messages.

Individual stations responded with equal generosity. I thought you might wish to convey our thanks to broadcasters throughout the United States.

Catharine Bauer
Director of Information
National Society for Crippled Children & Adults
Chicago

Color Schedule

EDITOR:

. . . I have always found your little item on "Colorcasting" in each issue helpful and I am sure all viewers with color sets likewise find it helpful. However, at times it has become irksome, especially when one is in a hurry, to try to locate this small item. Would it be entirely out of order for me to suggest that you indicate its location in the table of contents?

Paul A. Greenmeyer
Mgr., Broadcast Adv. & Prom.
RCA, Camden, N. J.

[EDITOR'S NOTE: With color program schedules drastically reduced during the summer, B•T may not publish the "Colorcasting" box in every issue. When it does appear, it will be listed in the index.]

in Detroit where the *Traffic is Terrific...*

WKMH

Tune-In is Tremendous!

Here in the Motor City, we not only make automobiles, we fill our streets and roads with 'em! And, more than 85% of those automobiles have radios that are in constant use. That's why we're turning handsprings over the big share of out-of-home audience WKMH enjoys! Just look at the figures:

WKMH	**16**
Station B	14
Station C	13
Station D	12
Station E	10
Station F	9

Pulse. Jan. 1955 12 noon to 6 P.M. Monday through Friday.

WKMH
Dearborn—Detroit
FRED KNORR, *President*
GEORGE MILLAR, *Mg. Director*

The Community Stations
KNORR Broadcasting CORP.

Save 10%

Buy Any 2 or More of These Powerful Stations and Save 10% from Rate Card

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by HEADLEY-REED

The Giant of Southern Skies
GIVES YOU . . .

3 RED HOT MARKETS IN 1

WFBC-TV is the Dominant Outlet for NBC in this Important Area

WFBC-TV dominates not just one, but **all three** of the big red counties shown above—ASHEVILLE, N. C., GREENVILLE and SPARTANBURG, S. C.—counties each with $100 million or more in annual retail sales.* In this area alone, population is 1,332,200. Buying Power is $1,442,604,000. Retail Sales are $957,776,000. And there are 200,846 Television Homes.

AND THIS IS NOT ALL! We're talking above only about the area we dominate for NBC. WFBC-TV has excellent coverage in 60 counties in S. C., N. C., Ga., and Tenn.—it's a Giant of a Market in the Southeast!

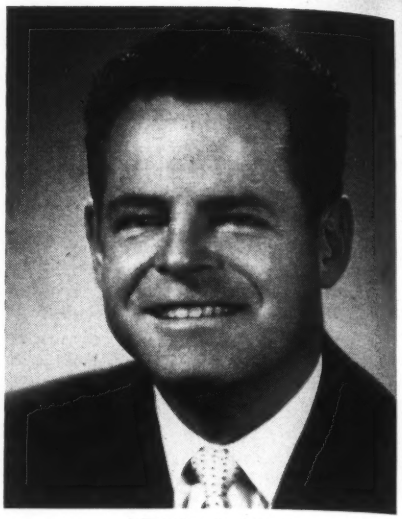
Ask us or our representatives for the results of recent independent surveys showing WFBC-TV's dominance in the Asheville, N. C. market, and in the Greenville-Anderson, S. C. markets.

*SALES MANAGEMENT 1953 Retail Sales Map

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.



ROBERT F. MILLAR

on all accounts

THE ADVERTISING MAN serving an industrial firm who overlooks radio-tv in his planning is not doing a good job for his client, says Robert F. Millar, president of Steller, Millar & Lester Inc., Los Angeles.

"Many industrial advertisers fail to recognize that consumer advertising reaches audiences important to the manufacturer, despite the fact that they do not buy the product directly," he noted. "For instance, often an industrial product is virtually unknown by name. Radio and tv help the salesman in his contacts, because the product is then known and recognized as coming from a large and stable manufacturer."

A second-generation advertising man, Robert Millar was born in Los Angeles in 1914, the son of Henry E. Millar. The elder Millar founded the present agency in 1921 and upon his death in 1928, his widow assumed direction. Mrs. Helen V. Millar is still active in Steller, Millar & Lester as secretary-treasurer and production manager.

Educated in Los Angeles public schools, young Millar entered the U. of Southern California in 1932 as a business administration and advertising major. Three years later he left school, held a variety of jobs, finally entering the agency field in 1936 with his parents' firm, where he has remained except for wartime Merchant Marine service.

He was elected president of Steller, Millar & Lester in 1949.

The agency specializes in industrial accounts which are in and out of radio-tv, but these media are of particular value to the building hardware trade, Mr. Millar believes. While generally these products are installed by a contractor, the customer usually gets a chance to state a preference. Educational campaigns on the broadcast media play their part in this choice. "There is no doubt of the impact of radio and tv," Mr. Millar observes.

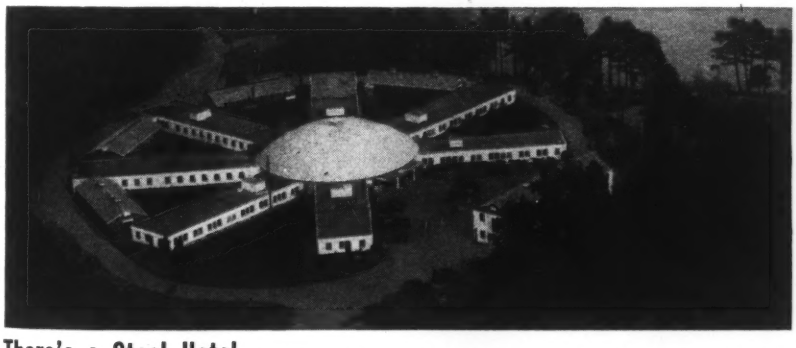
Long active in advertising organizations, he is immediate past president of the Southern California Advertising Agencies Assn. and a director of the Los Angeles Advertising Club.

Married to the former Marilyn Petrie of Los Angeles in 1940, their home, located in suburban Westchester, is now also occupied by three little Millars—Nanette, 10, James, 7, and Charles, 2.

An ardent sailing enthusiast, Mr. Millar spends much time at Balboa, Calif., teaching his children the art of handling small craft. Also a golfer, he admits ruefully that his putting could stand improvement. "Perhaps it's attributable to advertising nerves," he comments.

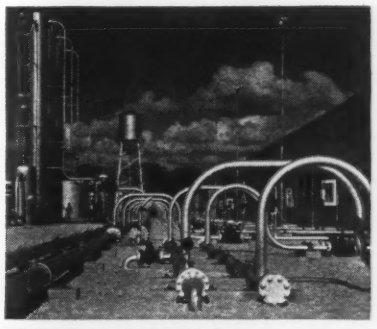
Only STEEL can do so many jobs so well

Kashi Ram is an Indian Rhinoceros at the Chicago Zoological Park, Brookfield, Ill. He's 5' 10" high, 12 feet long, and weighs 4,000 pounds. United States Steel built and erected the rhinoceros-proof fence at the front of Kashi Ram's cage. The bars are 1⅝" (outside diameter) extra-strong pipe welded through heavy steel channel sections.



There's a Steel Hotel in Georgia. It's built like a wheel, with a 1500-seat auditorium for the hub. The wings radiate like spokes of the wheel, so that every guest has an outside room. Steel construction allows greater comfort per dollar of cost.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



25 Types of Steel are available in USS National Seamless Tubes for use in petroleum refineries and other locations involving corrosion and elevated temperatures. United States Steel maintains a large staff of experts to recommend the grade of steel that will give long service, without excess cost.

Baby's First Ride. The table supporting that incubator is made from stainless steel. Every modern hospital is a showplace for stainless steel. This lustrous metal is hard, easy to clean, and it resists corrosion like nothing else. USS Stainless Steel is available in many forms, including sheets, plates, rods, tubing, wire—even in the form of I beams.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SAN FRANCISCO E

*Nielsen April 1955

BEAT!

Investigate at once..."San Francisco Beat"...39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

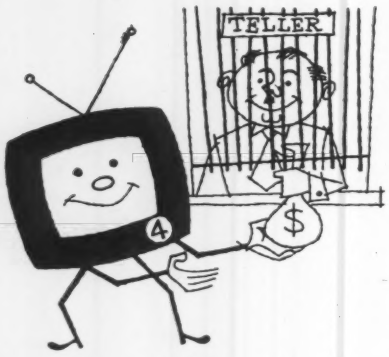
A network-proven show, this series stands up under any investigation. As "The Line-Up," it was number one in its time period on the CBS Television Network...rated 34% higher than the average nighttime network program – 44% higher than the average network mystery program.*

"San Francisco Beat" co-stars Warner Anderson and Tom Tully...in powerful, fast-moving drama based on actual cases. Produced "on location," it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

"San Francisco Beat" is available to all stations for the first time... subject to prior sale. Get all the facts first-hand from...

CBS TELEVISION FILM SALES, INC. with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

time for
DAYLIGHT SAVING
in
SOUTHERN CALIFORNIA



you have to get up prit-tee early these days, what with **DAYLIGHT SAVING** and all . . . but you still can't beat the **SAVING,** daytime that is, your client will make when they buy **DAYTIME TV** on KRCA at these cost per 1000 strip prices:

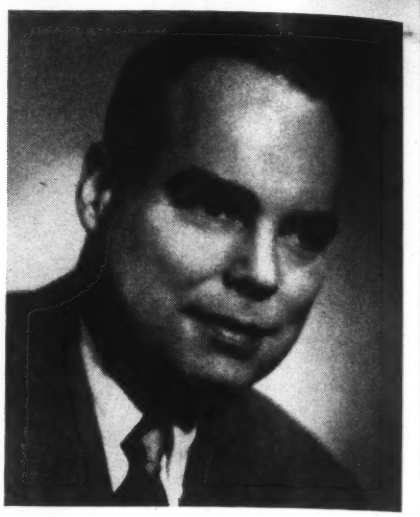
7-8 A.M.	weekdays	
	10-sec.	**19c**
	20-sec.	**37c**
8-9 A.M.	weekdays	
	10-sec.	**24c**
	20-sec.	**49c**
9-12 N.	weekdays	
	10-sec.	**12c**
	20-sec.	**24c**
12-6 P.M.	weekdays	
	10-sec.	**22c**
	20-sec.	**43c**

don't let the sun set on these prices, be an early bargain bird and check now for details with . . .

KRCA-4 Los Angeles
NBC SPOT SALES

our respects

to EDWARD RUSSELL TAYLOR



EDWARD R. TAYLOR Jr. is one of a handful of leading set manufacturing executives who firmly believes that color television will crash the consumer barrier in 1955. He is convinced that after many slow starts color tv is "definitely here—come Labor Day, we're on our way."

Mr. Taylor also has coined an expression—a "Necktie Economy"—to express his feeling that the consumer can always use another black-and-white tv set, automobile, fur coat or vacation.

Since he joined Motorola Inc. as vice president and assistant to President Paul V. Galvin in 1952, Mr. Taylor has gained a reputation for speaking forthrightly on color and monochrome tv, advertising and other subjects. His beliefs reflect the current growth of Motorola as a tv set maker and its aggressive marketing role in the electronics field.

This month Mr. Taylor marks three years of conflict and counter-claims in color television. Last month, as a tribute to his stature, he was elected board chairman of Brand Names Foundation in New York.

Mr. Taylor is not likely to soon forget the day he approached Motorola executives with an advertising presentation he would put into effect once he opened his own agency. Evidently they wanted him more than the plan, itself meritorious, and hired him on the spot.

In those three short years, Mr. Taylor is credited with a number of achievements at Motorola: (1) facilitating the reorganization of its marketing setup; (2) introducing a new element of "dynamics" into its radio-tv-printed media advertising and other conceptions; (3) helping Motorola establish a greater degree of industry prestige, and (4) putting the firm into a highly favorable competitive position in the colorcasting derby.

A transition from the automotive to the electronics field was bridged by Mr. Taylor at the relatively young age of 34. When he was but 16, he was hired by Campbell-Ewald Co. as an errand boy and he moved up in various departments of the agency. From then on, he was launched in a succession of jobs that brought him to MacManus, John & Adams, Zenith Radio Corp. and Hotpoint Co.

Edward Russell Taylor, a native of Troy, N. Y., born May 3, 1908, actually spent most of his early life in Detroit, to which his family moved when he was 7. Glimpses of the sprawling factories got into the youthful Taylor's blood and impelled him later to cut his business teeth on automobiles—General Motors, that is.

With Campbell-Ewald he rose through the ranks from 1924 to 1936, holding down advertising and sales positions. In 1927 he was junior account executive on Oldsmobile; in 1929 copywriter on Chevrolet; 1931-33, junior account executive on Chevrolet; 1933-35, advertising-production manager on all General Motors divisions; 1936, assistant account executive on Oldsmobile. He worked on radio and printed media in his various account positions.

While at that agency, Mr. Taylor was credited with creating advertising copy that enabled Chevrolet to pull up and away from Ford Motor Co. in sales in the mid-30's.

Joining MacManus, John & Adams, he worked on the Pontiac account for GM (which later won him the Harvard Award for a newspaper campaign). He was appointed later as assistant to the president of the agency and plans board secretary and from 1937-42 also was in charge of Pontiac sales promotion.

Mr. Taylor joined Zenith Radio Corp. as merchandising manager and finally vice president for marketing, establishing a reputation for aggressive merchandising, and moved to Hotpoint Co. five years later as merchandising manager and finally general sales chief. In 1952, Motorola was shopping for a new agency (it chose Ruthrauff & Ryan and recently shifted at Leo Burnett Co.). Mr. Taylor's presentation was one of the four lastly considered. He lost the bid but won a job.

For many years, Ed Taylor's fortunes were closely tied to a personal friend, James Nance, who had persuaded Mr. Taylor to join him at Zenith and Hotpoint. Mr. Taylor joined Motorola at the time Mr. Nance went to Studebaker-Packard.

As marketing vice president to Robert Galvin, executive vice president, and assistant to president Paul Galvin at Motorola, it was under Mr. Taylor that Motorola entered the network tv field in October 1953 as sponsor of *Motorola Tv Hour*.

Mr. Taylor feels strongly, in a Mark Twain vein, that reports of radio's death have been grossly exaggerated. Under his recommendation, radio spot has figured prominently in the firm's advertising plans. Motorola works on a co-op basis with its distributors and expects to "beef up" its radio-tv volume this fall, probably in up to 100 markets.

Motorola claims to be the first manufacturer to actually hit the market with a big screen color receiver (last September incorporating the CBS-Hytron 205 tube in a 19-inch set for $895 and $995) but curtailed its production plans when the number of network programming hours failed to meet expected levels. Even so, Motorola sold 12,000-15,000 sets as of Jan. 1, 1955.

Mr. Taylor belongs to the Executives Club of Chicago and is a director of the Chicago Better Business Bureau. Mrs. Taylor is the former Lucele Palmer. They have a daughter, Pamela, 15, and live in Winnetka. He golfs occasionally and travels extensively.

Big Mike is staking out claim to some 100,000 additional families as a result of KFAB's switch to NBC from CBS. These listeners represent, in round number, those lost to other CBS stations with overlapping primary areas . . . three CBS stations in a 300-mile line. KFAB is the only NBC station in the same area. The situation is even more favorable to KFAB when you compare the "CBS frequencies" . . . 570—WNAX Yankton, 590—WOW Omaha, and 580—WIBW Topeka. It's simple arithmetic that the CBS audience will now be split three ways.

It all adds up to the fact that "three in a row gives NBC-KFAB an even bigger show."

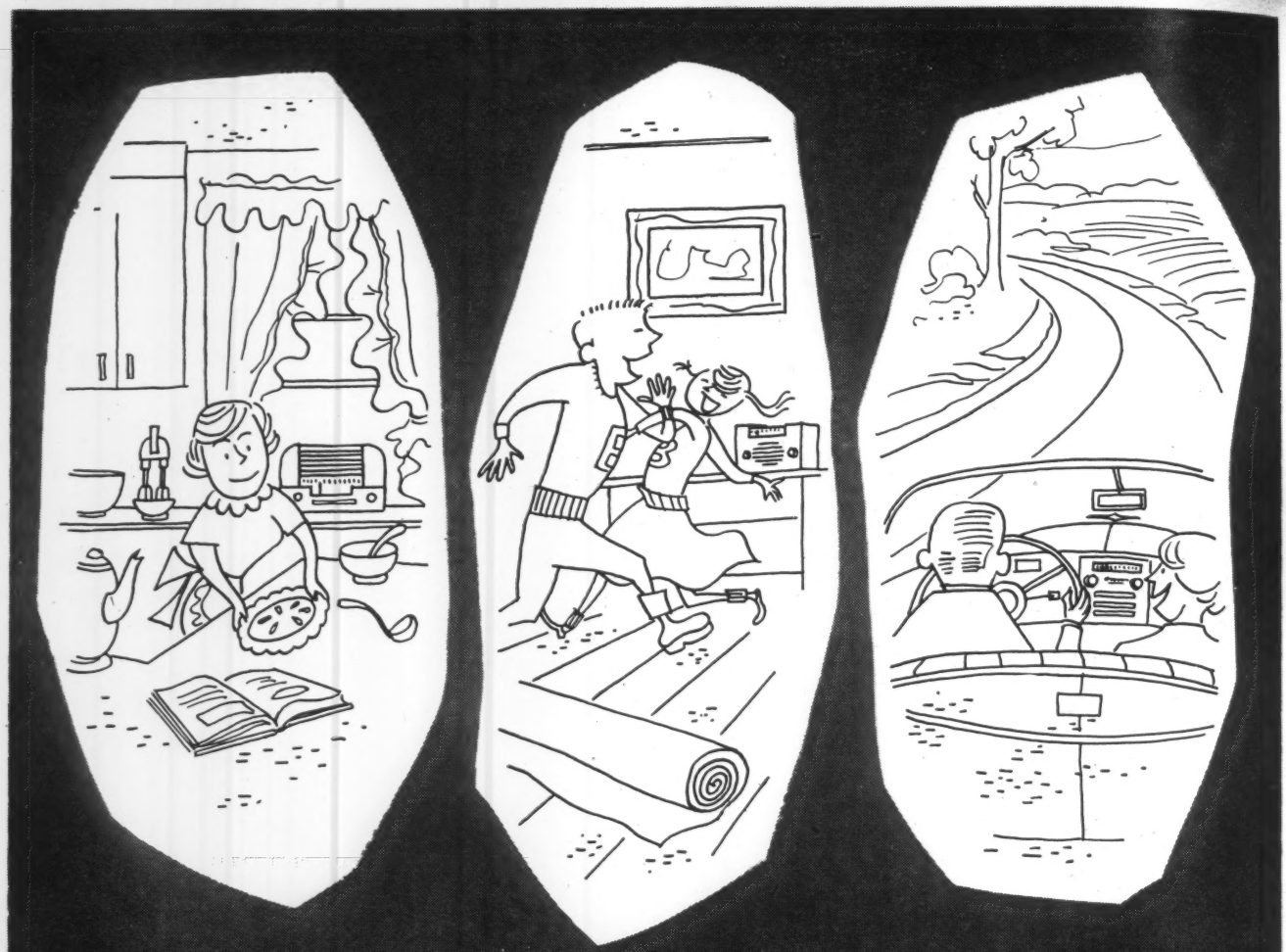
Free & Peters will be glad to tell you how they feel about it. So will General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO



More North Carolinians listen to WPTF than to Any Other Station

(Source): Nielsen coverage service.

50,000 watts 680 KC

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

June 20, 1955 Vol. 48, No. 25

ABC-TV IS MAKING ITS MOVE FOR POWER BID IN TV RACE

Billings on the books are now 68% above the total gross in 1954. Behind it all: marriage with movies (and especially with Walt Disney); improved clearances; the fading-away of DuMont. In front of it all: a chance to become the third real network power.

IN THE NEARLY 10 years of television growth since World War II, CBS-TV and NBC-TV have run farther and farther ahead of the pack in the race for television network supremacy. Last week they were still running strong, but ABC-TV was beginning to pick up the strength and speed to advance itself from a poor to a promising third position.

In a report which he will issue today (Monday), Slocum Chapin, ABC-TV vice president in charge of sales, will announce that the network now has on its books gross time sales 68% above the total gross billings of the network in 1954. Assuming that volume holds up throughout the year, ABC-TV should finish 1955 with a record to justify Mr. Slocum's statement that "today there are three—not just two—major television networks."

That statement could not have been made until recently.

Here are the gross billings of tv networks as compiled by Publishers Information Bureau:

	1952	1953	1954
ABC-TV	$18,353,003	$21,110,680	$ 34,713,098
CBS-TV	69,058,548	97,466,809	146,222,660
NBC-TV	83,242,573	96,658,551	126,074,597

It is impossible to forecast what the comparative figures will be at the end of 1955, except to say they will be bigger. To judge by present indications, ABC's will be big enough not only to qualify the company as a serious contender in the race for total billings but also, of interest to its stockholders, as a company that is in the black.

The profit and loss statement for the ABC division of the parent American Broadcasting-Paramount Theatres Inc. is not available, but Leonard H. Goldenson, AB-PT president, has said that the network operated at a loss in 1953 and a bigger loss in 1954 [B•T, April 4].

The change in climate in 1955 was evident, however, in a later report by Mr. Goldenson. In the first quarter of this year, he told stockholders, the network broke into the black and was increasing its profits mid-way through the second quarter [B•T, May 25].

Several factors are responsible for the improvement in ABC's position:

• **A marriage with big movie interests.** One of the most successful television programs introduced in the 1954-55 season was Walt Disney's *Disneyland,* a hit with critics, audience and advertisers. Another Disney production, *Mickey Mouse Club,* is set for presentation next fall, a season that also will see the introduction of *Warner Bros. Presents* which also will draw heavily upon Hollywood resources. Advertisers have placed more than $21 million gross billings on these three programs.

• **An increase in the number of television stations.** One of ABC's biggest problems has been clearing time in many of the major markets of the country where CBS and NBC held the most desirable affiliations and where other facilities were locked in comparative hearings before the FCC. This problem is being relieved as fast as stations are granted. ABC today can give an advertiser a much better lineup than it could a year ago.

• **The virtual abandonment of live networking by DuMont, the fourth company in the business.** Although DuMont never had heavy schedules, they were heavy enough to interfere frequently when ABC sought to clear time on a number of stations.

MAN AND MOUSE

Two big reasons behind the spurt in ABC-TV Network billings

The improvement in programs and facilities is reflected in the statement which Mr. Chapin, the network's sales chief, is releasing today.

Gross time sales for the 1955-56 season have passed the $58.5 million level, Mr. Chapin said. ABC-TV is now ahead of goals set in its five-year plan enunciated in 1953.

The figure given by Mr. Chapin includes some 49 different sponsorships (31 new business and 18 in renewals).

New business placed with ABC-TV included: Admiral Corp., weekly sponsorship, *Life Is Worth Living,* starting Oct. 13, Thursdays 8-8:30 p.m.; Armour & Co., through Henri, Hurst & McDonald Inc., co-sponsorship of *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones; Bistol-Myers Co., through Doherty, Clifford, Steers & Schenfield Inc., co-sponsorship, *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., in all time zones; Campbell Soup Co., through Leo Burnett Co., co-sponsorship *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones; Ciba Pharmaceutical (pharmaceutical products) Inc., through J. Walter Thompson, weekly, program series to be announced, Mondays, 9:30-10 p.m., EDT, starting Sept. 12; Dodge Div. of Chrysler Corp., through Grant Adv., weekly, *Lawrence Welk Show,* starting Saturday, July 2, 9-10 p.m. EDT; E. I. duPont De Nemours Inc., through BBDO, weekly, *The duPont Theatre,* starting Tuesday, Sept. 13, 9:30-10 p.m., EDT; Carnation Co., through Erwin, Wasey & Co., co-sponsorship *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones.

American Tobacco Co., through SSC&B, weekly, program to be announced, Wednesdays, 8:30-9 p.m., effective July 20; Brown & Williamson, through Russel M. Seeds, *Penny to a Million,* Wednesdays, 9:30-10 p.m., effective May 4; Chunky Chocolate Co., through Hilton & Riggio, half-hour alternate-week, *Super Circus,* 5-6 p.m., Sundays, effective Sept. 25; Dixie Cup, through Hicks & Greist, half-hour alternate-week, *Super Circus,* Sundays, 5-6 p.m., effective April 10; Western Union, through Albert Frank-Guenther Law Inc., alternate-week, *Down You Go,* Fridays, 10-10:30 p.m., effective Sept. 15.

And Still Others

Emerson Drug Co., through Lennen & Newell, alternate week, *Chance of a Lifetime,* starting Sunday, July 3, 9-9:30 p.m. EDT; General Electric Co., through Maxon Inc., half-hour alternate week, *Warner Bros. Presents,* premiering Tuesday, Sept. 13, 7:30-8:30 p.m. EDT; General Mills Inc., through Knox Reeves Adv., co-sponsorship *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., all time zones; General Mills Inc., through Dancer-Fitzgerald-Sample, alternate week, effective Sept. 13, *Wyatt Earp,* starting Sept. 6, 8:30-9 p.m. EDT; Lentheric, through Cunningham & Walsh, effective July 10, alternate week, *Chance of a Lifetime,* starting Sunday, July 3, 9-9:30 p.m. EDT.

Liggett & Myers Tobacco Co., through Cunningham & Walsh, one-half hour each week, *Warner Bros. Presents,* premiering Tuesday, Sept. 13, 7:30-8:30 p.m. EDT; Mars Inc., through Leo Burnett Co., co-sponsorship, *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., all time zones; Mennen Co., through McCann-Erickson and Kenyon & Eckhardt, co-sponsorship, *The Wednesday Night*

Fights, Wednesdays, 10 p.m. EDT, effective June 1; Miles Labs Inc., through Geoffrey Wade Adv., Monday, Wednesday and Friday telecasts of across-the-board *John Daly and the News,* 7:15-7:30 p.m. EDT, effective July 4.

Monsanto Chemical Co., through Needham, Louis & Brorby Inc., half-hour alternate week of *Warner Bros. Presents,* premiering Tuesday, Sept. 13, from 7:30-8:30 p.m. EDT; Necchi Sewing Machine Co., through Grey Advertising Agency Inc., co-sponsorship of *Stop the Music,* starting Thursday, Sept. 22, 8:30-9 p.m. EDT; Pabst Brewing Co., through Warwick & Legler Inc., co-sponsorship of *The Wednesday Night Fights,* Wednesdays, 10 p.m. EDT, effective June 1; Parker Pen Co., through Tatham-Laird Inc., for alternate week of *Wyatt Earp,* beginning Tuesday, Sept. 6, 8:30-9 p.m. EDT; Pharmaceuticals Inc., through Edward Kletter Assoc., for alternate week of *Masquerade Party,* Wednesdays, 9-9:30 p.m. EDT, effective July 13.

The Welch Grape Juice Co., through Kenyon & Eckhardt Inc., for co-sponsorship of *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones.

In addition, three other sponsors were signed for the 90-minute world preview telecast of the Disneyland California playground, Sunday, July 17 (7:30-9 p.m. EDT) called *Dateline Disneyland,* July 17, 1955, sponsored by American Motors Corp., through Geyer Adv., Swift & Co., through McCann-Erickson, and Gibson Greeting Card Co., through Stockton, West & Burkhart Inc.

RENEWALS

ABC-TV renewals for the 1955-56 season include: American Diary Assn., through Campbell-Mithun Inc., for *Disneyland,* half-hour alternate weeks, Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14; American Motors Corp., through Geyer Adv., half-hour weekly *Disneyland,* Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, alternate week of the Danny Thomas show

FALL program plans of ch. 40 KCCC-TV Sacramento, Calif., which last week announced its affiliation with ABC-TV, are discussed by Ernest Lee Jahncke (l), ABC vice president in charge of station relations, and Ashley L. Robison, executive vice president of the Capitol City Tv Corp. (KCCC-TV).

Make Room for Daddy, Tuesdays, 9-9:30 p.m. EDT, effective July 12; Derby Foods Inc., through McCann-Erickson Inc., half-hour alternate week sponsorship of *Disneyland,* Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14.

Dodge Div. of Chrysler Corp., through Grant Adv., weekly sponsorship of *Break the Bank,* Sundays, 10-10:30 p.m. EDT, effective July 3; Firestone Tire & Rubber Co., through Sweeney & James Co., for *Voice of Firestone* simulcast, Mondays, 8:30-9 p.m. EDT, effective June 13; General Mills Inc., through Dancer-Fitzgerald-Sample Inc., alternate week of *The Lone Ranger,* Thursdays, 7:30-8 p.m. EDT, effective Sept. 8; Hotpoint Co., through Maxon Inc., alternate week of *Adventures of Ozzie and Harriet,* Fridays, 8-8:30 p.m. EDT, effective Sept. 23; Dodge Div. of Chrysler Corp., through Grant Ave., for alternate week of *Make Room for Daddy,* Tuesdays, 9-9:30 p.m. EDT, effective July 12.

Mogen David Wine Corp., through Weiss & Geller, Inc., weekly *Dollar a Second,* Fridays, 9-9:30 p.m. EDT, effective Sept. 2; National Biscuit Co., through Kenyon & Eckhardt, weekly, *Adventures of Rin Tin Tin,* Fridays, 7:30-8 p.m. EDT, effective Sept. 9; Quality Goods Mfrs., through Grey Adv. Agency, co-sponsorship of *Stop the Music,* Thursdays, 8:30-9 p.m. EDT, effective Sept. 15; Ralston-Purina Co., through Guild, Bascom & Bonfigli, weekly, *The Name's the Same,* effective Oct. 10 (program moves to a new time period, Tuesdays, 10-10:30 p.m. EDT effective June 28); Sterling Drug Inc., through Dancer-Fitzgerald-Sample Inc., weekly *The Vise,* Fridays, 9:30-10 p.m., EDT, effective Sept. 30.

Brillo Mfg. Co., through J. Walter Thompson, weekly sponsorship, *Star Tonight,* Thursdays, 9-9:30 p.m., effective Aug. 4; Chevrolet, through Campbell-Ewald, program to be announced, Fridays, 8:30-9 p.m., effective Oct. 7; Knomark Mfg. Co., through Emil Mogul, *Masquerade Party,* alternate weeks, Wednesdays, 9-9:30 p.m., July 6; Skippy Peanut Butter Div. of The Best Foods Inc., through Guild, Bascom & Bonfigli, weekly *You Asked For It,* Sundays, 7-7:30 p.m., effective May 29.

Gordon Baking Buys ABC-TV Summer Show in Four Cities

SPONSORSHIP in four cities of *Soupy Sales,* to premiere July 4 on ABC-TV and claimed by the network to be the first regularly scheduled commercial network tv show to originate live from Detroit, was reported last week.

The new show, sponsored by Gordon Baking Co. (Silvercup bread), through D'Arcy Adv., in New York, Chicago, Detroit and Elkhart, Ind., features Mr. Sales, local Detroit comedian who uses fantasy puppet characters in a format designed for the children audience. To be seen (Mon.-Fri. at 7-7:15 p.m. EDT) as summer replacement for *Kukla, Fran & Ollie,* the new program will be offered by the network for local sale as a co-op program on other ABC-TV stations.

THEY'RE IN BUSINESS ELSEWHERE, TOO

At NBC-TV, for example, summer evening time is 92% sold out, 34% ahead of 1954. Weaver releases the lineup.

SUMMER business at NBC-TV was placed at almost 34% over last year as the network unfurled plans last week for this summer's season, which indicated that its warm-months programming would be more in the order of a warm-up for the fall.

To emphasize the "continuity" of summer programming with that of the 10 other months of the year, NBC President Sylvester L. Weaver Jr. presented a schedule of 90-minute spectaculars and 12 new summer series and announced that program sales for July and August already had increased 33.9% over the same months in 1954.

According to Mr. Weaver, the sales rise was "new evidence of advertisers' faith in NBC's policy of programming 'upward.'" Commented Mr. Weaver: "Summer and slough are no longer synonymous in programming."

The summer evening schedule, Mr. Weaver said, already was 92% sold, leaving only a single weekly half-hour available for sponsorship. This figure, he said, compared to 76% of last year's evening summer sponsored and seven half-hour weekly programs available.

Five 90-minute spectaculars are slated for hot weather viewing. On June 19, Reynolds Metals Co. will sponsor "Remember . . . 1938" (7:30-9 p.m. EDT) with Groucho Marx the host commentator. The program will center on humerous and serious aspects of events which took place that year.

On June 27, "Wide, Wide World" will be telecast. This show will originate in three countries, the U. S., Mexico and Canada. Ford Motor Co. and RCA are the sponsors [B•T, June 6].

NINETY-MINUTE SHOWS

Three 90-minute programs will be sponsored by the Oldsmobile Division of General Motors: July 2, 8-9:30 p.m. EDT, "Allen in Movieland," starring Steve Allen and produced by Jack Rayel in cooperation with Universal-International Pictures Inc.; July 30, 8-9:30 p.m. EDT, "Svengali and the Blonde," a musical version of George Du Maurier's novel, "Trilby," starring Carol Channing, Basil Rathbone and Russell Arms and featuring Ethel Barrymore as narrator, and Aug. 27, 8-9:30 p.m. EDT, "One Touch of Venus", a musical starring Russell Nype, Janet Blair and George Gaynes.

New summer "entries" on NBC-TV: *The Matt Dennis Show,* starting June 27, Mondays, Wednesdays and Fridays (7:30-7:45 p.m. EDT); *Caesar Presents,* new variety series, beginning July 4, Mondays (8-9 p.m. EDT), sponsored by American Chicle Co., Lee Ltd. and RCA; *The Vaughn Monroe Show,* starting July 19, Tuesdays and Thursdays (7:30-7:45 p.m. EDT); *The Arthur Murray Party,* starting June 28, Tuesdays (8:30-9 p.m. EDT), alternately sponsored by Associated Products and Toni Co.; *Make the Connection,* panel-audience-participation show, starting July 7, Thursdays (8:30-9 p.m. EDT), sponsored by the Borden Co.

Also, *Best in Mystery,* dramatic series, starting July 15, Fridays (9-9:30 p.m. EDT), sponsored alternately by the American Tobacco Co. and Simoniz Co.; *The Dunninger Show,* beginning June 25, Saturdays (8:30-9 p.m. EDT) with Hazel Bishop, the sponsor; *The Soldiers,* starting June 25, Saturdays 8-8:30 p.m. EDT); *Commando Cody,* children's morning science-fiction series, starting July 9, Saturdays, sponsored by General Foods; *Musical Chairs,* panel show, beginning July 9, sponsored by SOS, Tums, Johnson & Johnson and Griffin Shoe Polish; *Your Play Time,* dramatic series, beginning June 18, Saturdays (10:30-11 p.m. EDT) and sponsored by the American Tobacco Co. and Warner-Hudnut Inc.; *Television Recital Hall,* Sunday afternoon concerts, starting July 3 (4-4:30 p.m. EDT).

BRITAIN'S HOBBLE FOR TV ADVERTISERS IS WEAK STRING NEXT TO NARTB'S CODE

New 'principles' hold some restrictions new to the American advertiser, but in general the four-page document is considerably less forbidding than its counterpart in the Colonies.

TELEVISION, British style, will pose new and knotty problems for the U. S. advertiser when commercial service starts in that country next Sept. 22.

First, the American advertising executive will be startled at the brevity of the document compiled to control television advertising in a country that until now has never allowed a whispered plug to sully its sacred air.

Second, the advertiser accustomed to the lengthy document that governs American television practices will wonder why they state it so simply over there.

The British rules are new and some of them will furrow many an agency executive's brow when he contemplates spending some money across the Atlantic. But in general the British rules are shorter and simpler than those of the U. S. Tv Code. The specifications are laid out in a set of "Principles for Television Advertising" drawn up by England's Independent Television Authority and just made public.

These principles cover only four mimeographed pages, half of the text consisting of appendix. They include only a fraction of the detail found in the NARTB's Tv Code and not nearly as many suggestions, musts and must-nots, to say nothing of the shoulds and shalls.

Take false or misleading advertising, for example. The British code has a limitation on special claims that cover unknown or impossible qualifications. Furthermore, imitation likely to mislead viewers must be avoided.

Most of the forbidden or unsuitable elements in the U. S. Tv Code are found in much briefer though more general language in the British counterpart.

In children's programs it is specified that youngsters must not be encouraged to enter strange places or converse with strangers to collect coupons or labels. Advertisements including club promotions are strictly supervised. Children must not be encouraged to make nuisances of themselves in the interest of a product or purchase, it is specified.

The appendix covers 10 unacceptable products or services including money lenders, matrimonial agencies, undertakers, "specifics for slimming or bust development" (unless conforming to the British Code of Standards), contraceptives and cures for smoking or alcoholism. Even so, the appendix is brief compared to the NARTB's appendix with regulations and procedures.

In the case of mail order advertisements, under the British code it must be made clear "that the customer is entitled to return the goods within seven days if not satisfied and to obtain full refund of the purchase price."

Text of the British "Principles for Television Advertising" follows:

PREAMBLE

1. The general principle which will govern all television advertising is that it should be legal, clean, honest and truthful. It is recognized that this principle is not peculiar to the television medium but is one which applies to all reputable advertising in other media in this country. Nevertheless, television, because of its greater intimacy within the home, gives rise to problems which do not necessarily occur in other media and it is essential to maintain a consistently high quality of television advertising.

2. The detailed principles set out below are intended to be applied in the spirit as well as the letter and should be taken as laying down the minimum standards to be observed. They should be read in conjunction with the rules about specific classes of advertisements and methods of advertising which are set out in Appendix I. The program contractors, and the Authority, may in certain circumstances impose stricter standards than those here laid down and these principles do not override or supersede the standards of practice laid down by individual organizations as incumbent upon their own members and applying to their own particular trade or industry.

DEFINITION

3. The word "advertisement" has the meaning implicit in the Television Act, i.e., any item of publicity inserted in the programs broadcast by the Authority in consideration of payment to a program contractor or to the Authority.

LEGAL REQUIREMENTS

4. Advertisements must comply in every respect with the law, common or statute. In the case of some Acts, notably the Merchandise Marks Acts, rules applicable to other forms of advertising may not, on a strict interpretation of the Acts, cover television advertising. Advertisements must, however, comply in all respects with the spirit of those Acts.

FALSE OR MISLEADING ADVERTISEMENTS

5. No advertisement, taken as a whole or in part, shall contain any spoken or visual presentation of the product or service advertised, or statement of its price, which directly or by implication misleads. *In particular*

(a) *Special claims*—No advertisement shall contain any reference which is likely to lead the public to assume that the product advertised, or an ingredient, has some special property or quality which is in fact unknown, unrecognized or incapable of being established.

(b) *Scientific and technical terms*—Statistics, scientific terms, quotations from technical literature and the like must be used with a proper sense of responsibility to the ordinary viewer. The irrelevant use of data and jargon must never be resorted to to make claims appear more scientific than they really are. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true.

(c) *Imitation*—Any imitation likely to mislead viewers, even though it is not of such a kind as to give rise to a legal action for infringement of copyright or for "passing off," must be avoided.

DISPARAGING REFERENCES

6. No advertisement shall contain any statement intended to promote sales by unfair comparison with or reference to competitive products or services.

TESTIMONIALS

7. Documentary evidence of testimonials may be required as a condition of the acceptance of advertisements. The irresponsible use of testimonials must be avoided.

GUARANTEE

8. The word "guarantee" should be used with caution and sparingly and only in relation to some specific description or quality and the detailed terms of any such guarantee must be available for inspection by program contractors. Where the guarantee is associated with an offer to return the purchase price, it must be made quite clear to what it applies and in what way it protects the purchaser.

COMPETITIONS

9. Advertisements inviting the public to take part in competitions where allowable under Section 3(3) of the Television Act, 1954, and the Betting & Lottories Act, 1934 (which requires the presence of an element of skill), should state clearly how prospective entrants may obtain the printed conditions including the arrangements for the announcement of results and for the distribution of prizes.

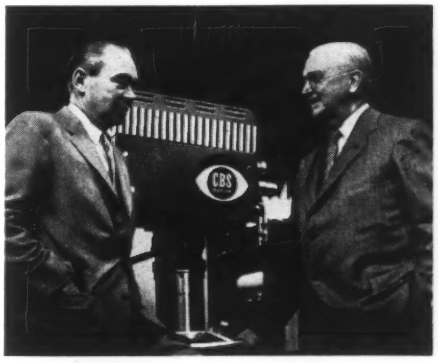
ADVERTISING IN CHILDREN'S PROGRAMS

10. No product or service may be advertised and no method of advertising may be used, in association with a program intended for children or which large numbers of children are likely to see, which might result in harm to them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children. *In particular*

(a) No advertisement which encourages children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc., is allowed. The program contractor must investigate the details of any collecting scheme and satisfy himself that it contains no element of danger to children.

(b) No advertisement for a commercial product or service is allowed if it contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organization whether that person or organization is the one making the appeal or not.

(c) No advertisement is allowed which leads



J. L. VAN VOLKENBURG (l), president of CBS-TV, and T. B. McCabe, president of Scott Paper Co., discuss Scott Co. sponsorship of three regular daytime quarter-hour segments on the network's *Garry Moore* and *Bob Crosby* variety shows. Two periods on the *Garry Moore Show* (Thursday, 10:00-10:15 a.m., and Friday, 10:15-10:30 a.m. EDT), began June 9 and 10, respectively. The *Bob Crosby* sponsorship (Thursday, 3:45-4:00 p.m. EDT) begins June 23.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

No color during remainder of June.

NBC-TV

June 27 (8-9:30 p.m.) *Wide, Wide World*. Commercials in color. RCA through Grey Adv. and Kenyon & Eckhardt; Ford through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T.]

children to believe that if they do not own the product advertised, they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it.

(d) No advertisement dealing with the activities of a club is allowed without the specific permission of the program contractor who must satisfy himself that the club is carefully supervised in the matter of the behavior of the children and the company they keep and that there is no suggestion of the club being a secret society.

(e) While it is recognized that children are not the direct purchasers of many products over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance to other people in the interests of any particular product or service.

Appendix I

Rules about specific classes of advertisements and methods of advertising.

1. Unacceptable Products or Services

Advertisements or products or services coming within the recognized character of, or specifically concerned with, the following should not be accepted:—

(a) money-lenders; (b) matrimonial agencies and correspondence clubs; (c) fortune tellers and the like; (d) undertakers or others associated with death or burial; (e) organizations companies, persons seeking to advertise for the purpose of giving betting tips; (f) unlicensed employment services, registers or bureaus; (g) specifics for slimming or bust development so far as they are not dealt with in the British Code of Standards; (h) contraceptives; (i) smoking cures and, (j) products for treatment of alcoholism.

N.B. An advertiser who markets more than one product may not use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of an unacceptable product.

2. Advertising of Medicines and Treatments

(a) *The British Code of Standards*

The advertising of medicines and treatments may be accepted on the Authority's service provided it complies with the basic standard of "The British Code of Standards in Relation to the Advertising of Medicines and Treatments" which is attached as Appendix 2.

(b) *Visual presentation of doctors, dentists, nurses, midwives, etc.*

In the advertising of medicines and treatments, statements, gestures or representations that give the impression of professional advice or recommendation should not be allowed.

3. Mail Order Advertisements

Advertisements for the sale of goods by mail order should not be accepted unless the contractor has satisfied himself that adequate stocks of the goods in question are carried and that they correspond with the description given in the advertisement. Such advertisements should not be accepted where an accommodation address is given.

All advertisements should make it clear that the customer is entitled to return the goods within seven days if not satisfied and to obtain full refund of the purchase price.

4. Homework Scheme Advertisements

The fullest possible particulars of any schemes must be supplied and where it is proposed to make a charge for the raw materials or the components and where the advertiser offers to buy back the goods made by the homeworker, the advertisement must not be accepted.

5. Financial Advertisements

In view of the importance of giving full information in connection with any offer to the public of debentures, bonds and shares and in view of the difficulty of ensuring that such information is given in the limited time of the normal television advertisement, invitations to invest should be limited to the following:—

(a) invitations to invest in British Government stocks (including National Savings certificates), stocks of public boards and nationalised industries in the United Kingdom and Municipal Government stocks in the United Kingdom;

(b) invitations to place money on deposit or share account with building societies;

(c) invitations to place money on deposit with the Post Office or any Trustee Savings Bank.

No advertisement should be allowed which contains any review of or advice about the stock market or investment prospects, or which offers to advise on investments.

6. Hire Purchase

Where a price is mentioned in an advertisement or reference is made to any form of instalment buying, care must be taken to ensure that the amounts quoted indicate to prospective purchasers how much extra money is required for hire purchase and do not mislead them into thinking that the total cost, inclusive of interest and additional charges and/or Purchase Tax, is less than is in fact the case.

7. Instructional Courses

Advertising offering courses of instruction in trades or subjects leading up to professional or technical examinations should not imply the promise of employment or exaggerate the opportunities of employment or remuneration alleged to be open to those taking such courses; neither should it offer unrecognized "degrees" or qualifications.

8. Betting (including Pools) Advertisements

Betting (including pools) advertisements will not be permitted for six months and the question will then be reviewed.

Food Ad Increases Expected

SURVEY conducted for General Foods Corp., White Plains, N. Y., among 40 food companies revealed that a majority believed there would be moderate increases in advertising expenditures for food products during the next 10 years, General Foods reported last week. Some 67% of companies queried indicated they expect "moderate increases" in their advertising budgets; 15%, "large increases"; 12%, "no increase," and 3%, "small decrease."

STANDARD AUDIT PLANS NEW STUDY

Firm, which conducted broadcast circulation measurement study in 1952, will launch another nationwide project in 1956, if enough stations subscribe to the service.

A NEW radio and tv circulation measurement study will be made next year by Standard Audit & Measurement Services Inc., New York, if enough stations indicate their intent to subscribe, it was disclosed last week by SAMS, which made its last such study in 1952.

In a letter to all stations, with which contract forms were enclosed, SAMS President Owen Smith indicated that his firm has developed improved research techniques since 1952. He cited a "new ballot which will provide data in such a manner as to eliminate any claim of discrimination against any type of station." Also developed, he said, is electronic tabulating equipment which promises to lower costs and speed up measurement.

A top "radio researcher or firm" to oversee the operation would be selected by SAMS as in the case of the 1952 Standard Circulation Measurement. Dr. Kenneth H. Baker, then president of SAMS, was in charge of the 1952 study. He now is a vice president of Market Research Corp. of America [B•T, Jan. 3].

Mr. Smith said many improved features of the study "will make it the most effective sales tool for the radio and television broadcasters."

Under terms of the contract, first mailings would be made between Feb. 15 and March 10, 1956. SAMS would provide the station with 100 copies of a printed station audience report showing estimated audience for the station for each city of 10,000 or more population that lies outside of a metropolitan county, for each city of 25,000 or over that is located within the county and for each county in which the report reveals the station to have an estimated audience of not less than 10% of the radio families in the city or county.

Also to be provided is a "confidential area report" showing the estimated audience of each radio or tv station depending on whether the subscriber is a radio or tv station that has an estimated audience of not less than 10% of radio or tv families in the counties and cities which fall in the subscriber's area.

Estimated audiences will be designated as daytime (before dark) and nighttime (after dark) listening periods, and grouped for six or seven days (or nights) per week and three or more days (or nights) per week as well as one or more days (or nights) per week. SAMS' charges were not revealed.

HOOPER PLANS NEW SERVICE

C. E. HOOPER Inc. said Thursday it is offering a new tv and radio monitoring service on commercials [B•T, June 6].

Cities now covered on "a regular and continuing basis," according to the Hooper firm, include New York, Chicago, Los Angeles, Boston, Philadelphia, Washington, Baltimore, Pittsburgh and San Francisco. More cities will be added "shortly," it was said. Cooperating with Hooper in the servicing are American Research Bureau Inc. and Broadcast Advertisers Reports Inc. Subscribers can choose product categories and cities at will, according to Hooper. Number of stations monitored "on the current cycles": 30 in tv, 46 in radio. The

service is called "Monitored Commercials With Audience Ratings."

The workings of the new service, as described by the Hooper company:

"This service can be most simply described as a detailed compilation and summary of broadcast commercials for all leading brands of a given product category, in a single metropolitan market, in one week. The appropriate audience rating is then applied to each commercial. In order to provide a common denominator for the commercials, each audience rating is then multiplied by a weighting factor, reflecting the length of the commercial.

"As a result of this multiplication, a figure called the 'Hooper Index of Commercial Exposure' is obtained. The 'Hooper indexes' can be added, and their sum constitutes a measurement of the total audience exposure to television and radio commercials on behalf of a brand. Thus the brands can be compared as to their relative quantities of audience exposure.

"Position of brands stands out clearly on the summary page. The detailed pages document the position—showing precisely what programs and spot schedules were employed to obtain the total audience exposure."

TV DAYTIME RATES CALLED REALISTIC

Tv report to national advertisers by Avery-Knodel, station representative, says daytime rate structures are dropping when compared to higher nighttime rates.

TV's daytime advertising rates are becoming more realistic, an Avery-Knodel tv report to national advertisers asserts. In a presentation prepared by the station representative's television division, advertisers are being told that daytime rate structures of tv stations are dropping when compared to the higher nighttime rates.

Noting that in tv's early development stations pegged daytime rates at about 50% of nighttime costs along established radio patterns, Avery-Knodel's report says, "currently more and more stations are abandoning this practice for one which provides greater value for all advertisers." The firm states that an analysis of the rate structures of all the tv stations it represents nationally shows that "37% of Avery-Knodel stations currently set daytime rates at percentages which vary between 29% and 40% of nighttime costs."

Thus, the report asserts, the daytime rates generally are only one-third as great as those which apply at night. "In addition, some stations now have established saturation plans with rates even more favorable," the report continues.

The Avery-Knodel presentation points up national spot advertising—advantages open to it on daytime tv. Daytime spot tv, Avery-Knodel says, has assumed "major dimensions." No national advertiser can "afford to overlook" the factors bringing about the daytime evolution—neither the advertiser now using daytime tv on a selective local market basis nor the national advertiser who has not yet invested in daytime tv.

Among the figures marshalled by Avery-Knodel in its presentation: more than 61% of women in tv homes watch tv during hours before 6 p.m. in an average week (Mon.-Fri.); an estimated 35% of dollars invested in tv are spent during daytime hours; some $70 million will be spent in 1955 in spot tv during daytime hours only; number of tv-owning families in the U. S. has increased 111% in three years; the percent of tv sets-in-use—in a Nielsen comparison of the percentage of sets turned on during daytime hours January 1954 vs. January 1955—showed increases over the previous year in six out of the 10 daytime hours. In one of the remaining hours, tune-in remained the same.

Included in the presentation is data indicating a drop in "cost-per-thousand potential viewing homes" in certain markets in the last three years, success stories of typical local daytime tv shows and a discussion of competitive programming having increased the variety and appeal of daytime shows.

Other "factors" of daytime spot tv, Avery-Knodel observes, are market-by-market variation in viewing habits and merchandising on the local retail level by local daytime personalities. The latter includes personal endorsements of products, appearances at business and civic functions and special store promotions, calls on retailers, brokers and distributors, availability for dealer meetings and sometimes providing an opportunity for product sampling.

LATEST RATINGS

ARB

Top 10 Tv Programs for Entire 1954-55 Season

	Program	Rating
1.	You Bet Your Life (NBC)	50.9
2.	Jackie Gleason (CBS)	50.4
3.	Toast of the Town (CBS)	49.3
4.	I Love Lucy (CBS)	49.0
5.	Dragnet (NBC)	43.6
6.	Two for The Money (CBS)	42.3
7.	Jack Benny (CBS)	42.1
8.	Disneyland (ABC)	41.1
9.	George Gobel (NBC)	41.0
10.	This Is Your Life (NBC	39.8

NIELSEN

Top 10 Television Programs
Two Weeks Ending May 21, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (P&G) (CBS)	15,148
2.	I Love Lucy (Philip Morris) (CBS)	13,896
3.	Disneyland (ABC)	13,503
4.	George Gobel Show (Armour) (NBC)	13,386
5.	Jackie Gleason Show (CBS)	13,217
6.	George Gobel Show (Pet Milk) (NBC)	13,190
7.	Dragnet (NBC)	12,822
8.	Toast of the Town (CBS)	12,655
9.	Your Hit Parade (Warner) (NBC)	12,060
10.	Martha Raye Show (NBC)	11,662

Percent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes (%)
1.	I Love Lucy (P&G) (CBS)	46.0
2.	I Love Lucy (Philip Morris) (CBS)	42.2
3.	Jackie Gleason Show (CBS)	42.0
4.	Disneyland (ABC)	41.6
5.	George Gobel Show (Armour) (NBC)	40.7
6.	George Gobel Show (Pet Milk) (NBC)	40.3
7.	Toast of the Town (CBS)	39.4
8.	Dragnet (NBC)	39.2
9.	Your Hit Parade (Warner) (NBC)	37.2
10.	This Is Your Life (Hazel Bishop) (NBC)	36.6

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TRENDEX

Top 10 Tv Programs June 1-7

1.	I Love Lucy (CBS)	31.5
2.	Jackie Gleason (CBS)	30.8
3.	You Bet Your Life (NBC)	29.1
4.	This Is Your Life (NBC)	25.7
5.	Your Hit Parade (NBC)	23.3
6.	Talent Scouts (CBS)	22.6
7.	Comedy Hour (Martin and Lewis) (NBC)	22.1
8.	Dragnet (NBC)	22.0
9.	Video Theatre (NBC)	22.0
10.	Person to Person (CBS)	21.8

LEVER BROS. ELECTS SCHACHTE AD V.P.

In second announced appointment Barnett becomes assistant to the president.

HENRY SCHACHTE, vice president Bryan Houston Inc., New York, has been elected advertising vice president of Lever Bros. Co., effective June 27, it was announced last week by William H. Burkhart, president.

MR. SCHACHTE

James A. Barnett, consumer relations vice president for the past three years, becomes assistant to the president.

Mr. Schachte will act in an advisory capacity to marketing divisions and the company's general management on advertising and promotion. He also will have administrative responsibility for promotion and advertising services, marketing research and public relations.

Before joining Bryan Houston, Mr. Schachte was director of advertising, Borden Co.; account executive at Young & Rubicam, and industrial ad copywriter at General Electric Co. He is a member of the board and past chairman of Advertising Research Foundation and a professional member of Alpha Delta Sigma, advertising fraternity.

Decaf, Bromo Quinine Move to New Agencies

TWO major advertisers—Nestle Co. and Grove Labs—have appointed new agencies to help advertise their products.

The Nestle Co., White Plains, N. Y., named McCann-Erickson, New York, effective Sept. 1, to handle the Nestle's instant coffee brand, which has an approximate $1 million advertising budget. The product has been serviced by Bryan Houston Inc., which will continue to handle Nescafe, and Dancer-Fitzgerald-Sample will represent Decaf (Nestle's new decaffeinated coffee).

In announcing the move of Nestle's instant coffee to McCann-Erickson, Donald Cady, vice president of the firm, explained that "sales and distribution on this brand have risen to the point where the brand requires separate agency representation."

Radio and television probably will be used.

Grove Labs Inc. named Benton & Bowles, New York, to handle advertising, effective immediately, for its Bromo Quinine product. Latter has been serviced by Gardner Adv., St. Louis. This is the third account that Benton & Bowles had won within the past fortnight. The others were Studebaker-Packard [B•T, June 13] and Florida Citrus Commission [B•T, June 6].

Three Sign for 'Garry Moore'

CBS-TV announced last week that with the signing of three new sponsors, the *Garry Moore Show* (Mon.-Thurs., 10-11:30 a.m. EDT) continues "sold out." New sponsors are Prudential Insurance Co. of America, Newark, N. J., through Calkins & Holden, New York; Toni Co., Chicago, through Leo Burnett Co., Chicago, and the S. O. S. Co., Chicago, through McCann-Erickson, New York.

Bait Ads Still Plague Better Business Bureaus

BAIT ADVERTISING is still the major headache of Better Business Bureaus across the nation, George Young, head of the Cincinnati BBB and chairman of the organization's National Bait Advertising Committee, reported last week. He cited voluntary steps by radio-tv in various communities, however, as examples of media cooperation which will help to lessen this evil.

Presiding at a session on bait advertising Tuesday during the week-long annual convention of the Assn. of Better Business Bureaus in Minneapolis, Mr. Young called on local BBBs to select carefully a few test cases for court litigation in those areas where local or state laws now ban baiting. He urged the local bureaus not to vacillate in their anti-bait policies and hoped the media trade publications would continue to support adoption of suitable anti-bait laws.

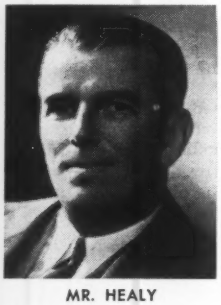
He noted Maine and Tennessee have followed Massachusetts in putting anti-bait statutes into effect while some 12 other states have similar legislation pending. He commended NARTB for its aid in encouraging voluntary radio-tv action.

In other convention activities, the association voted to tackle another growing problem this year—false advertising of comparative prices (sale price over "list" or "value").

Ken Willson, national BBB president and head of its Radio-Tv Committee, told another session Tuesday that the set servicing situation is improving, with 46 local bureaus reporting fewer complaints last year as 20 bureaus reported no change and only six reported more protests about set service advertising or service practices. BBB has been cooperating with Radio-Electronics-Tv Mfrs. Assn. in this respect.

Robert E. Healy Elected McCann-Erickson Exec. V.P.

ROBERT E. HEALY, vice president of McCann-Erickson, has been elected executive vice president of the agency, effective immediately, Marion Harper Jr., McCann-Erickson president, announced last week. Mr. Healy joins Emerson Foote, who was elected executive vice president in 1952 in the general management of the agency. Mr. Healy will be responsibile for New York office.



MR. HEALY

Rams, 49'ers Radio-Tv Plans Announced by S. F. Brewing

TV-RADIO plans of the Los Angeles Rams and San Francisco 49'ers, professional football teams, for this season were announced last week by the San Francisco Brewing Co. (Burgermeister Beer), San Francisco, which last spring purchased national broadcast rights to the games of both teams.

For the second consecutive year, Mutual-Don Lee Broadcasting System stations will broadcast the full Rams-49'ers schedules in seven western states for Burgermeister Beer.

ABC-TV Western Div. has signed to telecast a total of 17 games during a four-month period starting Aug. 6. Twelve stations will carry the games: KABC-TV Hollywood; KHSL-TV Chico; KFMB-TV San Diego; KEYT (TV) Santa Barbara; KVEC-TV San Luis Obispo; KBAK-TV Bakersfield; KJEO (TV) Fresno; KGO-TV San Francisco; KCCC-TV Sacramento, all Calif.; KLRJ-TV Henderson, Nev.; KZTV (TV) Reno, and KING-TV Seattle.

Agency for San Francisco Brewing Co. is BBDO, San Francisco.

N. W. Ayer's Jordon Retires After 40 Years With Agency

C. L. JORDAN, executive vice president of N. W. Ayer & Son, Phila., retired Friday to devote his time to his work as international chairman of the celebration of the 250th anniversary of the birth of Benjamin Franklin. He will continue as a member of the agency's board of directors.

Mr. Jordan, who joined the agency in 1915 as a copywriter, is a pioneer in sponsored radio and television programs. He worked on what was described as the first regularly-sponsored radio program—*The EverReady Hour*—in 1923 and on telecasts of U. of Pennsylvania football games for Atlantic Refining Co. in 1940.

He joined the agency as a copywriter in 1915.

Mayers, Others Promote L. A. 'Advertising Center'

PROPOSAL to establish a Los Angeles "Advertising Center," to contain advertising agencies and agency services within one building or group of buildings, has been advanced by Henry Mayers, president, The Mayers Co., Los Angeles.

Mr. Mayers said that a survey undertaken by himself and his group had disclosed interest in the project by 21 agencies and 19 services.

Among facilities to be provided prospective tenants would be sound-recording and film-editing studios and projection rooms, a co-operative research bureau and a media library.

Besides Mr. Mayers, seven other unidentified Los Angeles area agency heads are active in promoting the proposed center, to be located near the freeway network somewhere between Hollywood and downtown Los Angeles.

Tv Can Sell Modern Homes, Nelson Tells Texas Builders

MODERN HOMES can be sold via tv—"the modern way"—Raymond E. Nelson, Television Bureau of Advertising director of national spot sales, told a Lubbock (Tex.) home builders association dinner meeting last week. The dinner was held under the auspices of KDUB-TV there, with W. D. (Dub) Rogers, president of the station, officiating.

Mr. Nelson noted tv real estate successes, the high incidence of set ownership among younger families and the five hours daily use of these sets. "Television for the builder reaches the audience with the desire to buy, the reason to buy, and the money to buy," he said.

'3 for Tonight' on CBS-TV

GENERAL FOODS (instant Maxwell House coffee and Swansdown products), New York, will sponsor the hour-long musical *3 for Tonight* on CBS-TV on Wednesday at 10-11 p.m. The program stars dancers Marge and Gower Champion, and singer Harry Belafonte. The Paul Gregory musical ends its New York run as a legitimate theatrical production on Saturday and will reopen at the Greek Theatre in Hollywood following the one-time television broadcast. Benton & Bowles, New York, is agency.

NETWORK NEW BUSINESS

Gillette Co., Boston, on its "Calvacade of Sports" will sponsor annual All-Star baseball game July 12 in Milwaukee on NBC-TV, which is carrying game for sixth straight year. Canadian Broadcasting Corp. will pick up telecast for second year.

Slenderella Systems Inc. (reducing systems), starts co-sponsorship of *Ruth Ashton's Women's News Desk* (Mon.-Fri., 2:30-2:40 p.m. PDT) on nine Columbia Pacific Radio Network stations for 52 weeks from today (Mon.). Agency: Management Assoc. of Conn. Inc.

NETWORK RENEWALS

Sylvania Electric Products, Buffalo, N. Y., renews for fifth consecutive year *Beat the Clock,* (CBS-TV, Sat., 7:30-8 EDT). Agency: J. Walter Thompson Co., N. Y.

Sterling Drug, N. Y., has renewed for seventh year *My True Story* (ABC Radio, Mon.-Fri., 10-10:25 a.m. EDT), effective July 14 for 52 weeks. Agency: Dancer - Fitzgerald - Sample, N. Y.

Dodge Div., Chrysler Corp., Detroit, has renewed on ABC-TV *Break the Bank* (Sun., 10-10:30 p.m. EDT), effective July 3, and *Make Room for Daddy* on alternate weeks (Tues., 9-9:30 p.m. EDT), starting July 12. Agency: Grant Adv., Chicago.

AGENCY APPOINTMENTS

Fisher Nut Co., St. Paul, appoints Bozell & Jacobs, Minneapolis. Tv campaign in midwest markets will be used.

R. B. Davis Co. (baking products), Hoboken, N. J., names BBDO, N. Y., to handle advertising for Cocomalt.

Tippa Products Co. (imported West German typewriters), **Addiator Sales Co., Torpedo Sales Co.** and **Jack Schwartz Productions,** all L. A.; **Tubin Engineering Co.,** Burbank, Calif; and **P. Gossen Co.,** Erlangen, and **Torpedo Werke,** Frankfort/Main, both West Germany, name Nat Tanchuck Adv., L. A.

Anatole Robbins Cosmetics, L. A., names Carson, Roberts Adv. there.

John Poole Broadcasting Co. (KBIF Fresno, Calif.) names Cliff Furgurson Adv., same city.

Shure Bros. Inc. (microphones, acoustic devices), Chicago, has appointed Stral Adv. Agency, same city.

Borg Scale Div. of Borg-Erickson Corp., Chicago, appoints Fletcher D. Richards Inc., Chicago, effective June 30 with retirement from business of Wallace-Ferry-Hanly Co., Chicago.

Wyler & Co. (packaged soup), Chicago, appoints Schwimmer & Scott, same city.

Wilson Milk Co. div. of Dean Milk Co., Franklin, Ill., appoints Clinton E. Frank Inc., Chicago.

Consolidated Food Processors Inc. (Monarch "Mocha-Rich" coffee), Chicago, appoints Olian & Bronner Inc., same city, to handle advertising for new product. Radio-tv being used.

Voice of Prophecy Inc., Glendale, Calif., appoints Milton B. Carlson Co., L. A. ABC and

(A&A continues on page 52)

You know what's happening!

RADIO advertisers and agencies have known for many years that WHO, Des Moines, is one of the nation's *greatest* radio stations — the biggest, most popular, most productive station in Iowa Radio.

For the sake of all you successful *new* TV people, that fact helps explain why WHO-TV, in one short year, has become one of the nation's *top* television stations.

Suggestion: Next time you talk with the wisest "old hand" you know in radio or television — ask about WHO-TV. Better still, ask Free & Peters!

WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

There's no substitute for LISTENER LOYALTY

The listener-loyalty which KSTP-TV has won through superior entertainment, talent, and showmanship shows up again in the latest ratings:

From 6:30 AM until midnight, seven days a week, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings.*

In this rich, active-buying Northwest market which includes more than 600,000 television homes and commands a spendable income of FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and, of course, *first* in audience.

This listener-loyalty is important to *you* because it means *sales* for you. To put your advertising dollars to work most effectively and most efficiently, KSTP-TV is your *best* buy in the great Northwest!

**Weekly average, ARB Metropolitan Area Report, April, 1955.*

KSTP-TV CHANNEL **5**
50,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

SOARING MEDIUM: TV'S UP A THIRD

IT BROUGHT IN $593 MILLION IN '54—FCC

TOTAL television revenues during 1954 soared to $593 million, 37% above 1953, according to final tabulations announced last week by FCC's Economics Division [CLOSED CIRCUIT, June 13]. The video industry's broadcast profits (before Federal income tax) increased to $90.3 million, 33% above 1953.

Networks and pre-freeze vhf stations showed marked gains, but post-freeze vhf and uhf stations, as groups, reported losses with uhf showing a greater deficit last year ($10 million) than in 1953 ($6.3 million). Post-freeze vhf, however, showed an improvement in its loss figure, going in the red only $3.8 million in 1954 as against a $4.2 million loss in 1953.

The four tv networks and their owned-and-operated stations accounted for some 52% of the industry's total revenues last year. This group reported an increase in total business of approximately 32% with profits (before Federal income tax) amounting to double those of 1953. Networks and their o&o outlets grossed $306.7 million in revenue last year as against $231.7 million in 1953 and $180.2 million in 1952. On the profit side, this group enjoyed a total of $36.5 million in 1954, compared with $18 million in 1953 and $9.9 million in 1952.

The nation's 92 pre-freeze vhf stations grossed $200.9 million in revenues in 1954, compared with $174.5 million in 1953 and $142.2 million in 1952.

Broadcast expenses continued to increase in all categories last year, the FCC report disclosed. But expenses for the post-freeze vhf stations more than trebled in 1954, totaling $63.8 million, as compared to $20.3 million in 1952. Uhf station expenses last year were double those of 1953.

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS

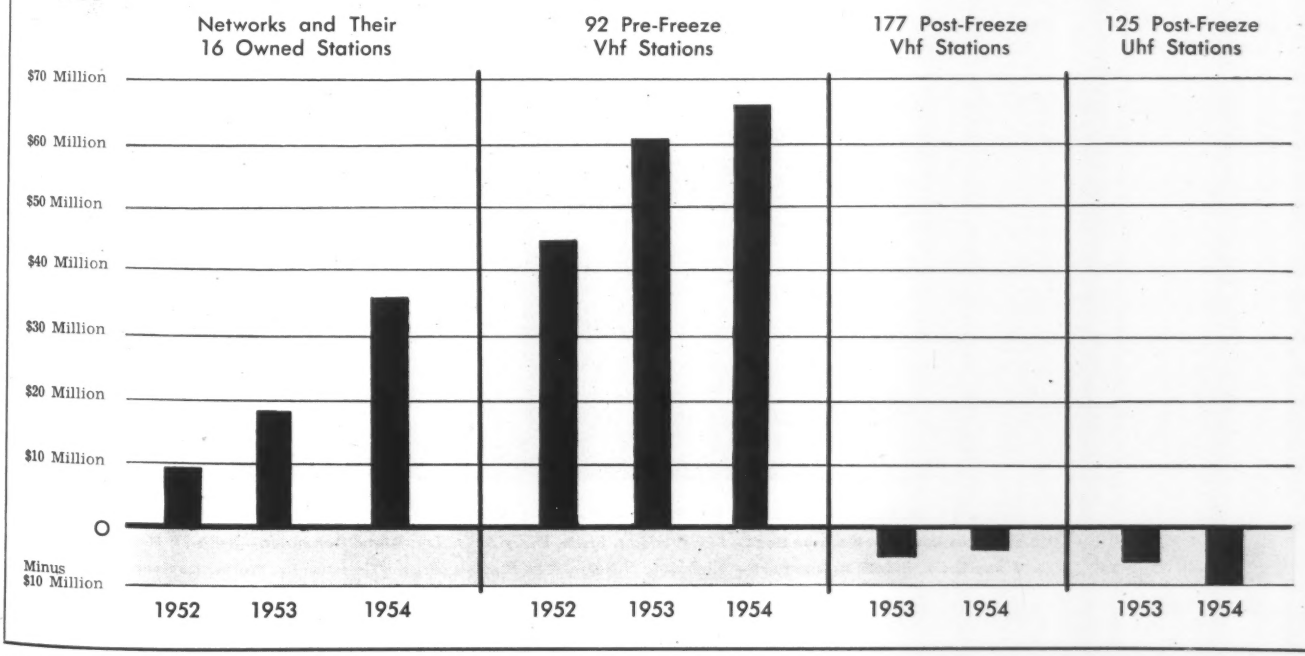
($ Millions)	1954	1953[2]	1952[1]
Broadcast Revenues			
4 Networks (including 16 owned and operated stations)	$306.7	$231.7	$180.2
92 Pre-Freeze television stations	200.9	174.5	143.4
Subtotal	507.6	406.2	323.6
Post-Freeze television stations:			
177 vhf stations	60.0	16.1	0.6
125 uhf stations	25.4	10.4	
Industry total	$593.0	$432.7	$324.2
Broadcast Expenses			
4 Networks (including 16 owned and operated stations)	$270.2	$213.7	$170.3
92 Pre-Freeze television stations	133.3	114.0	97.6
Subtotal	403.5	327.7	267.9
Post-Freeze television stations:			
177 vhf stations	63.8	20.3	0.8
125 uhf stations	35.4	16.7	
Industry total	$502.7	$364.7	$268.7
Broadcast Income (Before Federal Income Tax)			
4 Networks (including 16 owned and operated stations)	$36.5	$18.0	$ 9.9
92 Pre-Freeze television stations	67.6	60.5	45.8
Subtotal	104.1	78.5	55.7
Post-Freeze television stations:			
177 vhf stations	(3.8)	(4.2)	(0.2)
125 uhf stations	(10.0)	(6.3)	
Industry total	$90.3	$68.0	$55.5

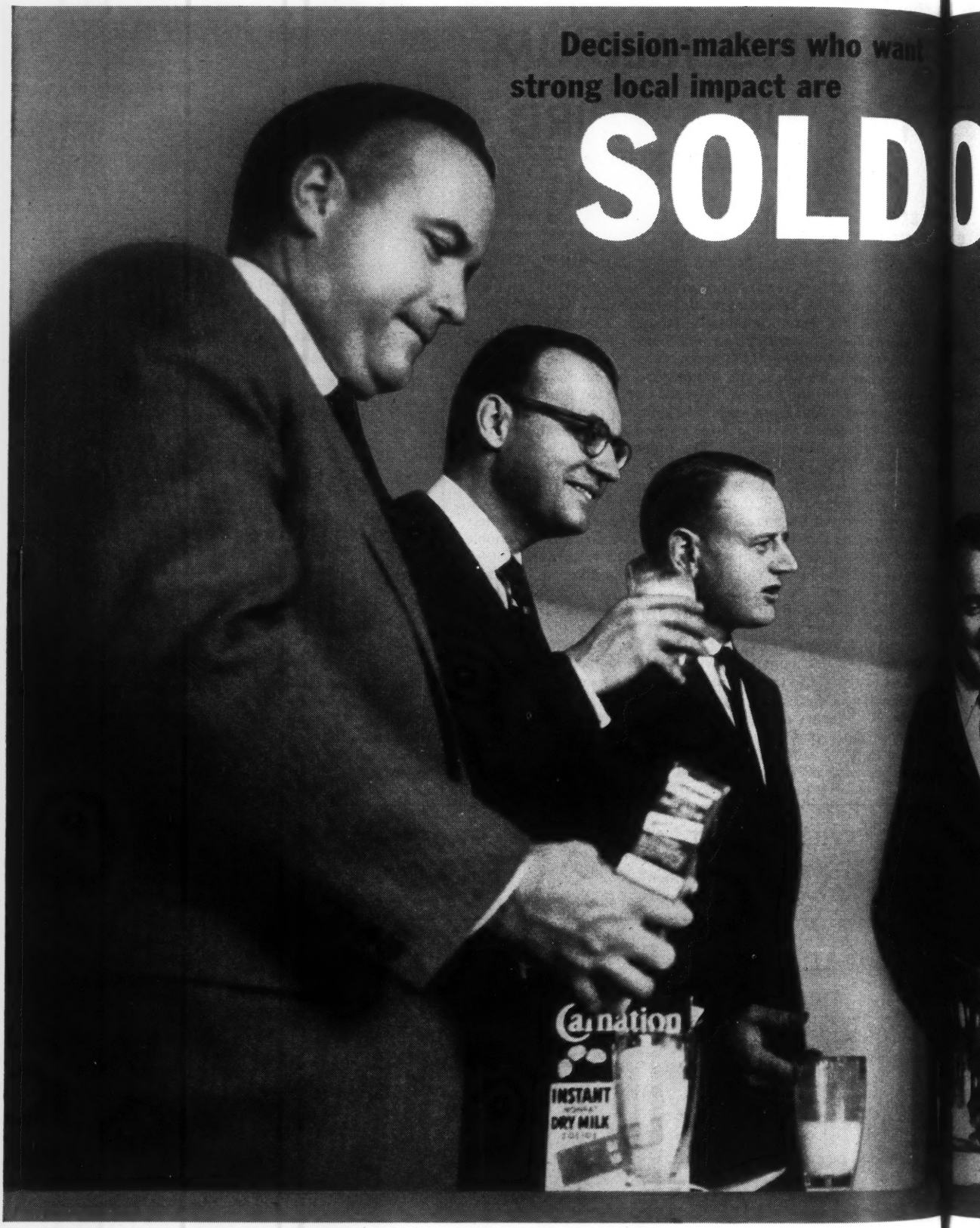
( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

[2] 1953 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 226 post-freeze stations (114 vhf and 112 uhf).

THE PROFIT AND LOSS OF TELEVISION BROADCASTING





left to right: **Emmett C. McGaughey** — *Executive Vice President, West Coast, Erwin, Wasey & Co., Ltd.* **Paul H. Willis** — *Assistant Vice President, Carnation Company.* **Norman Best** — *Vice President, Erwin, Wasey & Co., Ltd.* **Glenn Bohannan** — *Radio-TV Media Director, Erwin, Wasey & Co., Ltd.* **E. A. Gumpert** — *Advertising Manager, Milk Products Division, Carnation Co.* **Walter Davison** — *Western Division Sales Manager, Television, NBC Spot Sales.*

Candid photo by Elliott Erwitt. Taken at the Carnation Home Service Department Test Kitchen, Los Angeles.

the Carnation Company and its agency, Erwin, Wasey, are Sold on Spot as a basic advertising medium!

Carnation, one of America's top-ranking food companies, makes Spot Radio and Spot Television a prominent part of its master advertising plan.

Spot is used as a local selling tool in specific markets. Guided by sales conditions in each market, Carnation buys:

20-SECOND STATION BREAKS: to reach nighttime Radio and TV audiences at relatively low cost and, in Television, to demonstrate uses of the product visually.

MINUTE PARTICIPATIONS: to benefit from the selling personalities and reputations of *local* Radio and Television talent within their individual markets.

Complete flexibility of timing and market selection . . . low costs with high sales return . . . are Spot's basic advantages for Carnation. Spot can sell hard for you, too!

Ask your agency or an NBC Spot Sales representative. More and more advertisers are Sold on Spot because more customers are Sold on Spot . . . *and some Spots are better than others.*

representing RADIO STATIONS:

KNBC *San Francisco*
KSD *St. Louis*
WRC *Washington, D. C.*
WTAM *Cleveland*
WAVE *Louisville*
KGU *Honolulu*
WRCA *New York*
WMAQ *Chicago*
and the **NBC Western Radio Network**

representing TELEVISION STATIONS:

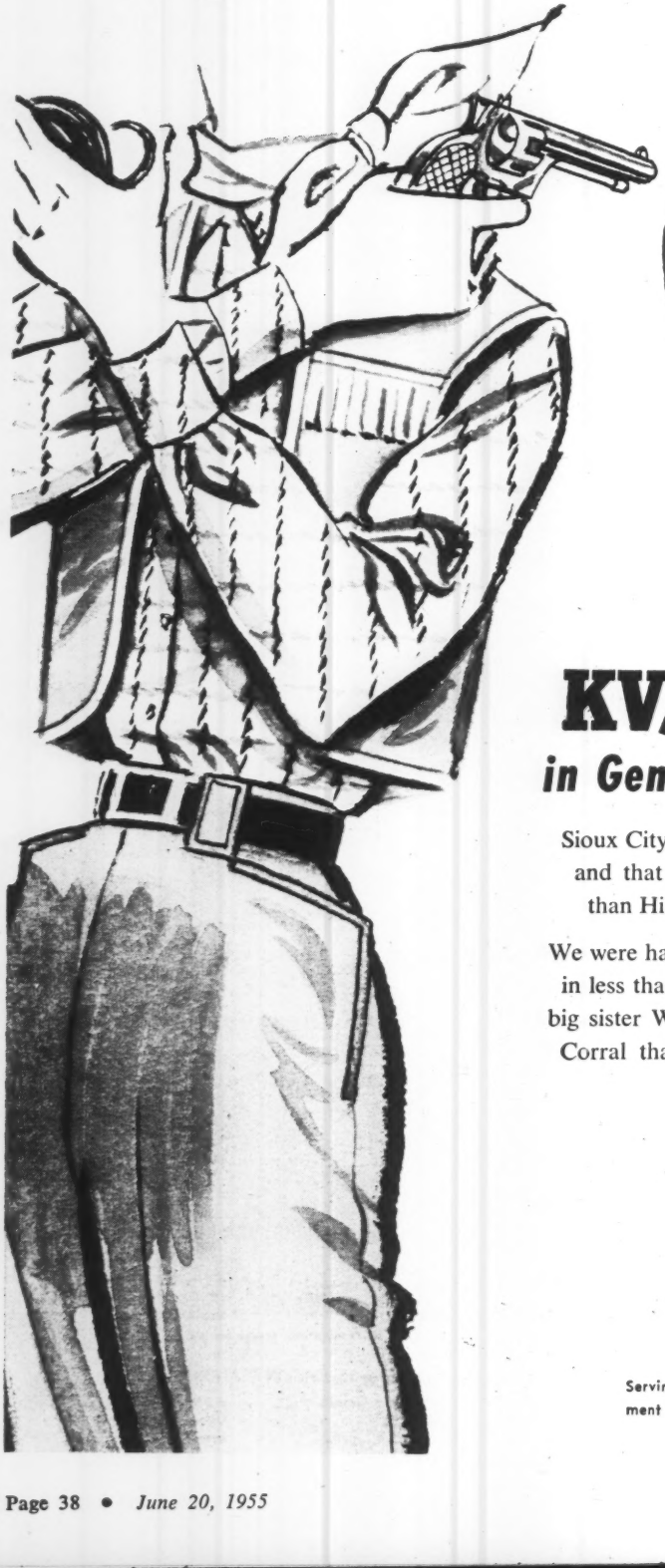
WRC-TV *Washington, D. C.*
WNBK *Cleveland*
KPTV *Portland, Ore.*
WAVE-TV *Louisville*
WRGB *Schenectady-Albany-Troy*
KONA-TV *Honolulu*
WRCA-TV *New York*
WNBQ *Chicago*
KRCA *Los Angeles*
KSD-TV *St. Louis*

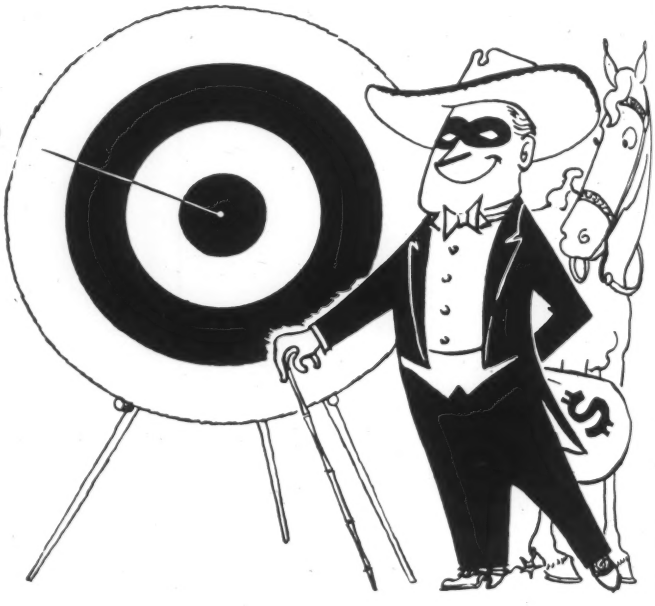
NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington
*San Francisco Los Angeles Charlotte**
Atlanta Dallas* *Bomar Lowrance Associates*

Sioux City Sue makes a hit

with the Lone Ranger's faithful sponsor





KVTV gallops off with 1st place in General Mills' Lone Ranger Contest

Sioux City Sue and her offspring won the $1000 first prize for KVTV and that ain't buffalo chips. Wheaties and Cheerios moved faster than Hi Ho Silver as a result of KVTV's promotion and advertising.

We were happy to win, of course, but not surprised. 2 national awards in less than 6 months means KVTV learned the sales trails well from big sister WNAX-570 — an old hand at ropin' and tyin' consumers. Corral that sales-merchandising know-how with KVTV's dominant position and you'll start a buying stampede everytime. Your Katz man will get you in the bunkhouse.

CBS • ABC

KVTV *Channel 9*

SIOUX CITY, IOWA

Serving Iowa's second largest market. A Cowles Station, under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

DO THEY WANT A TOLL?

• IN COLUMBUS, OHIO, 70% WANT TELEVISION TO REMAIN FREE
• 27% ARE INTERESTED IN FEE TV, BUT ONLY 7% WANT ALL FEE
• 65% WOULDN'T APPROVE IT, 13% WOULD, 12% ASK CONDITIONS

HOW do people feel about pay-as-you-see tv?

Not so enthusiastic, Elmo Roper & Assoc. says.

Roper found that only 27% of 449 Columbus, Ohio, tv set owners were "interested" in pay tv if one channel were to put on scrambled programs during prime nighttime viewing hours.

This figure fell to a low of 7% still interested in fee tv when set owners were asked to make a choice between paying for all tv programs or continuing to maintain all channels free as now.

According to last week's announcement by CBS, that network asked the Roper organization to determine the attitude of people to pay tv. It said it had nothing to do with choosing the market, the sample or the questions.

The Roper organization explained that it chose Columbus because there were three tv stations there. It interviewed 504 people, it reported, of whom 449 had tv receivers. The interviews were conducted May 18-21, inclusive.

There have been other surveys on pay tv, but all have shown a sizeable majority in favor of subscription tv. This is the first survey by a major opinion poll practitioner which overturns these up-to-now accepted results on whether people are willing to pay for their tv programs.

Interestingly enough, of the 28% of the 449 set owners who said they would like changes made in the kinds of programs now offered on tv, most said they would like to see more sports, more live sports, more educational and cultural programs, more good music, less mystery and murder programs, less crime and horror programs (particularly in children's hours).

Only 12% of these 128 dissatisfied set owners said they wanted fewer commercials.

Satisfied with tv as it is were 70% of the 449 tv set owners.

The survey also showed the number of hours tv is now watched under the present system of free tv. Between 8 and 10 p.m., 35% of the 449 set owners watched tv more than 10 hours weekly, 37% between 6½ and 10 hours weekly, 25% up to six hours weekly, and 3% none at all.

This totaled 3,799 hours viewed per week, with an average of 8.7 hours per week for all those who watch, and 8.5 hours a week for all 449 set owners.

If all channels were pay tv, this is the number of hours tv would be watched: 24% of the 127 set owners in favor of pay tv would watch more than 10 hours, 35% from 6½ to 10 hours, 29% up to six hours, and 12% not at all. This totals 914 hours watched, with an average of 8.2 hours per week per watcher or 7.2 hours per week per set owner.

Those in favor of pay tv under all conditions estimated they would spend $3.57 per week on toll tv. Most agreed they would cut this by about $1.50 because it was too high. But 23% of the 127 set owners felt $3.57 was not too much to pay for tv programs of their choice.

In the first question regarding pay tv, which explained what subscription tv was and suggested that there might be one station which would put pay programs on from 8 to 10 p.m. in place of the free programs it now carries and that the costs might run from 50¢ to $1.25 per show, the 449 set owners answered in this way:

Interested	27%
Not interested	62%
Don't know or depends	10%
No answer	1%

After the respondents were given some more explanations about pay tv, they were asked whether they wanted this service on one channel or would they rather have the channel remain on a free basis. The answers of the 449 set owners were:

Would want it	22%
Would not want it	70%
Don't know or depends	6%
No answer	2%

The 127 set owners who were definitely in favor of pay tv, or who didn't know, were asked whether they would be in favor of toll tv if it meant all programs would have to be paid for. The answers came out this way:

In favor	32%
Not in favor	55%
Don't know or depends	9%
No answer	4%

This hard core of pay tv enthusiasts (52 set owners) were then put to the acid test. They were told that if broadcasters could make more money on pay tv, all the good tv shows, including morning and children's programs, might go on a pay-as-you-see basis, with the costs of these about 10-15¢ per half hour. The interviewee was asked if he was willing to pay for all good shows in order to get top Broadway shows, top sports events, first run movies and other things he can't now get, or whether he would rather have all channels free with their present kinds of shows. This is how this group answered:

Yes, would pay	62%
No, would rather have all free	13%
Don't know	17%
No answer	8%

In a comparative table of the four major questions, Roper found the following results:

In a final series of questions, the 449 set owners were asked whether they would authorize pay tv or not if they were in position where they had to make the decision. It was explained that pay tv proponents claim that pay tv would supplement free tv, whereas opponents of toll tv claim it would supplant free tv.

The vote was:

Would authorize it	13%
Would not authorize it	65%
Would authorize it but—or would not authorize it unless	12%
Don't know or no answer	10%

Of the 403 set owners who had an answer one way or the other on this question, the reasons given by 74% who would not authorize pay tv were heavily in these categories: (1) Already spent enough on a tv set, or, if we pay for programs we should get a free set; (2) satisfied with present setup; (3) can't afford it; would be too expensive; (4) would eventually have to pay for all programs. The 25% who said they would authorize pay tv gave the following top reasons: (1) Would like to see better programs on tv; (2) in favor as long as there would still be some free tv; (3) in favor if restricted, controlled, limited amount of time, special occasions, special programs. Those not answering or having no opinion amounted to 4%.

A QUARTER-CENTURY OF BREAKFAST RADIO

WFAA 'EARLY BIRDS': RIGHT TIME, RIGHT TALENT, RIGHT TEMPO

ON MARCH 31, 1930, a new program made its debut on WFAA Dallas. It was named the *Early Bird Show,* and rightly so, for it went on the air at 6 a.m. with a breakfast-time bundle of music and comedy. The program was originated by Alexander Keese, who also served as conductor of the *Early Bird* orchestra.

This spring, in a week-long celebration, March 28-April 3, the *Early Bird Show* celebrated its 25th anniversary of uninterrupted broadcasting on WFAA six mornings a week—and now seven with the addition of a Sunday morning taped broadcast—making it the oldest breakfast-time variety show in the nation.

More than 1,000 listeners came to the station during the *Early Bird* silver anniversary week to provide a studio audience for the program. To arrive at dawn, many of these listeners arose hours before that time, some of them driving hundreds of miles to take part in the celebration.

On hand to welcome the birthday party guests was Alex Keese, now station manager of WFAA, whose mail that week was dominated by congratulatory letters from *Early Bird* listeners, including Texas Gov. Allan Shivers and Dallas Mayor R. L. Thornton. Most impressive was a concurrent resolution adopted by the Texas Senate and House, congratulating "WFAA and the performers of the *Early Birds* for the entertainment and many hours of pleasure which they have given to thousands of listeners in Texas and the Southwest . . ."

Broadcast live from the WFAA studios, the *Early Bird Show* is on the air six days a week from 6 to 8:30 a.m., with two quarter-hour time-outs for newscasts at 7-7:15 and 8-8:15. On Sundays the taped show is aired 7:15-8 a.m. The format of the program has varied through the years according to the taste and talent of the m.c.'s, currently Elmer Baughman and Ben McCleksey, who have been writing and producing the program for the past 10 years. The only "musts," in addition to comedy by the cast and music from the 12-piece orchestra, are weather information, time signals and temperature.

Sponsorship of the *Early Birds* is on a participating basis, with both segments and announcements available to advertisers. At present the program has 37 advertisers who, during the week, sponsor 12 quarter-hour and three 10-minute segments, 134 one-minute announcements, 21 twenty-second breaks and 16 ten-second quickies.

In the early days of the program, its performers refrained from taking any part in the commercial presentation, as was the custom then. Today, however, the *Early Birds'* commercial format has followed the general radio evolution to a stage in which the m.c., at the request of the client, takes part in delivering the sales message. Transcribed commercials are given a live attention-getting lead-in by the m.c.

Oldest of today's *Early Birds* sponsors is the Mennen Co., which has sponsored three quarter-hour periods each week since 1945. In a recent test offer made on six programs on as many stations across the country, WFAA's listeners provided the most requests —3,056 at a cost per entry of 31 cents.

Mennen's advertising manager, Leonard V. Colson, said recently: "We are proud to be the oldest continuous program advertiser on the *Early Birds.* This program has done an outstanding job in the promotion of Mennen's sales in that area."

Morton Foods, local producer of potato chips, salad dressing and kindred products, has sponsored the *Early Birds* three quarter-hours a week for the past seven years. An offer of a recipe booklet, broadcast only four times over a two-week interval, pulled 2,654 requests from 603 towns in 10 states.

Renewing the Morton contract, O. C. Turner, vice president, said: "We are beginning another year with the *Early Birds.* A lot of credit is due them for the increase in our grocery products each year."

A five-year sponsor of the program, Quaker Oats Co., ran a nine-week series of "Prize Parties," giving two boxes of hosiery and 5 five-pound sacks of Aunt Jemima flour each week, plus grand prizes at the end of the series, to listeners sending in post cards. J. B. Farris, manager of the company's Texas operation, reported: "We are very elated over the 91,294 returns . . . While we had to wait three years to get on the *Early Birds* . . . we have been well pleased with the results."

G. D. Ireland (Ireland's Chili) stated: "The fine manner in which you have so effectively placed our products before the public is a contributing factor in our increased sales."

And a Dallas advertising agency, Erle Racey & Associates, wrote: "We first used the facilities of the *Early Birds* 20 years ago and in every instance for mail pull or sales stimulation we have been completely convinced that it is the finest dollar for dollar radio buy we have ever made."

How does a program get to be 25 years old? What's the magic longevity formula which enables it to flourish long after the companion programs of its early years have disappeared from the air? B•T asked WFAA and here's the answer from Stan Radominski of the station's promotion department:

"Perhaps the *Birds'* longevity formula can be summed up in three T's—the right time, the right talent and the right tempo.

"As for tempo, let us say that the *Birds* have always presented appealing bright music, clean humor and such daily sought after information as time signals, weather information and temperature in a tempo that seems to fit the pace of the southwestern morning listener. Furthermore, all of the above has been presented with a feeling of sincerity that gets through the mike to the listener.

"That remark is based on numerous things: the thousands of letters sent in by listeners explaining the part the *Birds* play in their lives, the fact that there are many who have listened to the program for all of its 25 years and who have brought up a generation of new *Early Bird* listeners.

"At the same time, it could be summed up, too, by a visitor to the *Birds'* 25th anniversary celebration. In her 25 years of listening, she said, she never heard an off-color remark or a song that had any semblance of suggestive lyrics to it. She heard nothing but good clean humor and music and she regretted there were so few other shows like that on the air now."

TOP (l to r): Early Birders Ben McCleskey and Elmer Baughman listen as Alex Keese acknowledges response to the show's anniversary.

AROUND FARGO, WDAY-TV WINS "GOING AWAY"!

LATEST Hoopers show that WDAY-TV just doesn't have much competition in and around Fargo. Day and night, WDAY-TV gets 5 to 6 times as many viewers as the next station!

Look at the sets-in-use—28% in the early afternoon, 48% late afternoon, 65% at night!

Since the nearest "competitive" TV station is 50 miles away, it's a cinch that WDAY-TV also wins "going away", in *most* of the rich Red River Valley. Check with Free & Peters.

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

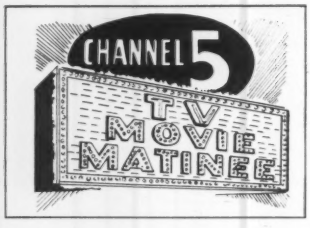
(*Adjusted to compensate for fact stations were not telecasting all hours)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives



MOVIE MATINEE

From 12:30-1 P.M. daily Monday through Friday, top-notch dramatic shows with special appeal for the ladies.

CARTOON CARNIVAL

From 5—5:15 P.M. Monday through Friday. This is the Guild package of Looney Tunes, first time released for television. Includes Porky Pig, Daffy Duck, Oswald the Rabbit, and Krazy Kat.

MYSTERY THEATER

11:00 P.M. Monday through Saturday, the really big "cloak-and-dagger" boys in BOSTON BLACKIE, GEORGE RAFT, FRONT PAGE DETECTIVE, CAPTURED, and others for late evening listening and viewing.

PARTICIPATING SPOTS

are available in any one or all of these features. Call your nearest Branham man now.

WMCT **MEMPHIS** CHANNEL 5 WMC-WMCF-WMCT

Covering the largest area with the clearest picture from Memphis

100,000 watts

NATIONAL REPRESENTATIVES THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

TV OR NOT TV

DOUBTS about the televising of presidential news conferences were voiced by sometime candidate Adlai Stevenson in a filmed interview with Dorothy Fuldheim, news analyst for WEWS (TV) Cleveland, Scripps-Howard station. Here are his comments.

Q: I'd like to ask what you think of this medium through which we're now reaching the public—what you think about the statement that politicians ought not to be allowed to use prompting devices and make-up and so on because they "look like what they ain't," as the poet says.

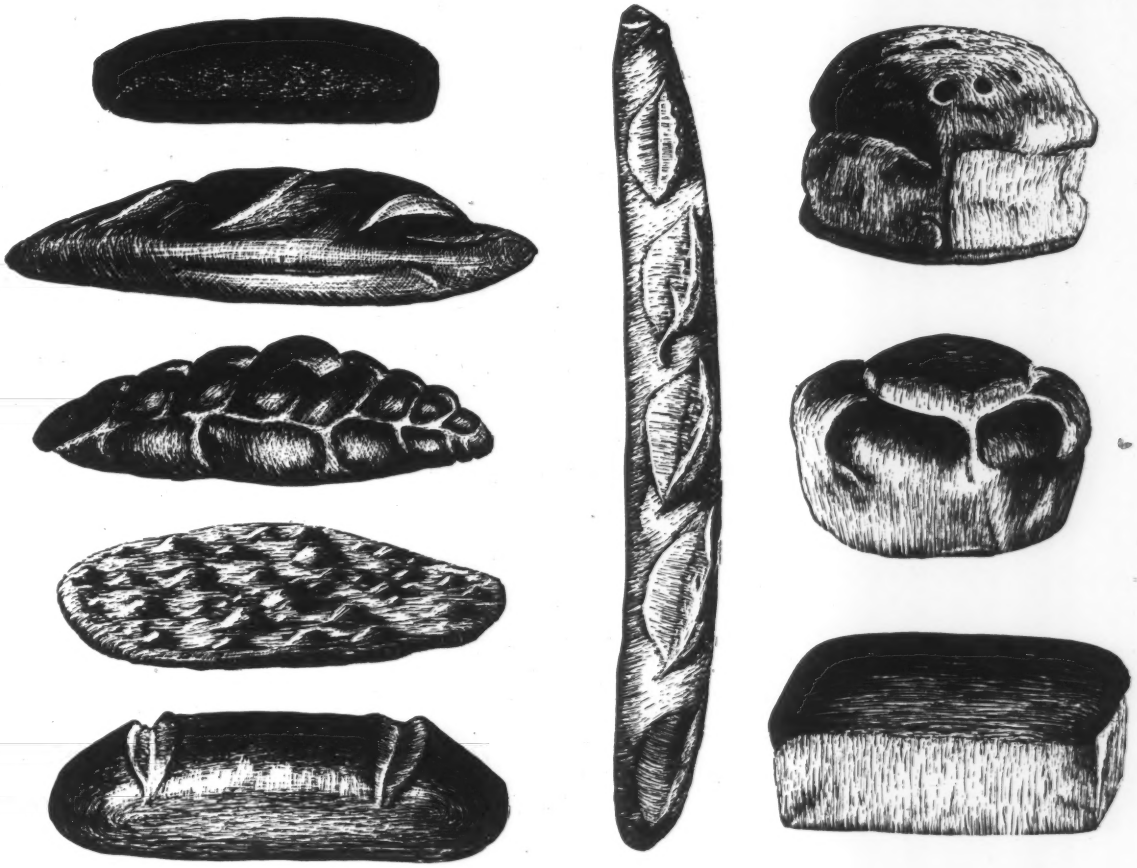
A: That's a rather broad question. I don't think I'm very competent to answer. I'm sure that any medium which puts the emphasis on stage management, on preparation and on dramatics, also emphasizes, puts a premium on people who are gifted in that respect and I think this tends to discourage spontaneity and reality. I don't know if that necessarily is wrong. I think perhaps we have got to find ways and means of adjusting the use of mass media of communications—which are inevitable—we're going to use them—so that they don't present the unreal for the real—in other words, they don't defraud us.

Q: What do you think of the value of a presidential press conference being televised?

A: I think the presidential press conference is a valuable, indispensable means of communication with the people. As to whether it should be televised, I think there's a question. I'm by no means certain that it should. I think anything that tends to put a political tone or a political aspect on a presidential press conference is a mistake. And yet, it's inevitable that a president, being the party leader, will try to make the most capital out of the presidential press conference. From a political point of view, at least, his managers would. That means stage management; it means selection of questions, it means a censorship, in effect, of the whole press conference. It means portions are picked out and all of this seems to me tends to inhibit the—it tends to put a premium on the glib answer and the easy question. I'm not sure this is a good idea.

Q: Is there a greater hazard in televising than in having newspapermen there?

A: Yes—because the televised press conference is never the whole press conference. It's only portions—selected portions—at least that's the way it's been. I'm not sure this is a good idea. I think the president there is somewhat inhibited by the fact that he is on television—rather than communicating directly under instructions which he lays down as to whether it's on or off the record with the press.



each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

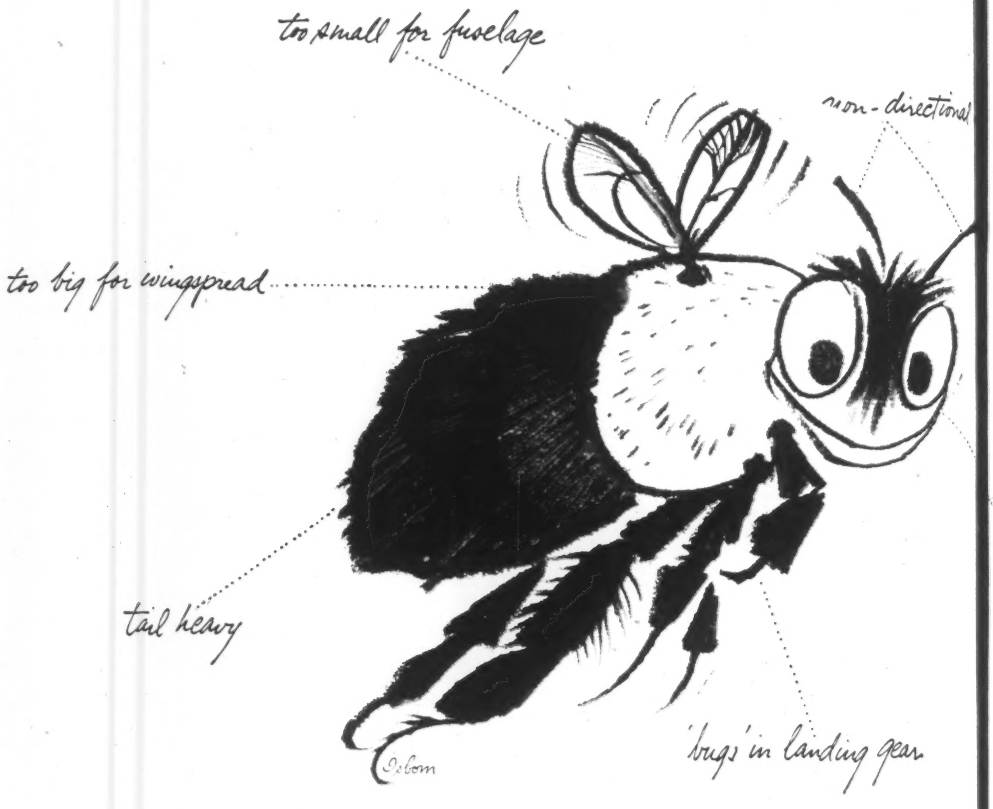
Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*



The "experts" who long ago proved that bumblebees can't fly have been examining network radio. It too, they say, is "aerodynamically unsound." But the bees aren't taking it sitting down. And neither is network radio. Why should it, when...

Network radio is accounting for 130,000,000 advertising dollars a year.* Soft goods dollars, hard goods dollars. Dollars from companies just beginning to advertise nationally. Dollars from companies whose advertising budgets and experience are legendary. In fact 20 of the 25 biggest advertisers are using network radio in 1955.

**12 months through March 1955. Time only.*

Network radio continues to be the most efficient way to reach customers. It takes an advertiser's message to a thousand people at less cost than any other medium. Less than magazines, newspapers, television. And in many new radio formats a network advertiser can reach listeners in the *evening* at a cost that's lower than before television came along!

People have 111,000,000 places to listen. (The story of radio keeps coming back to boxcar figures.) Around the house alone, there are nearly 75 million working radio sets: 25 million radios in living rooms, 22 million in bedrooms, 16 million in kitchens, 4 million in dining rooms, 7 million in other places.

Radios today are scattered in so many different places throughout the home that only 14 million sets—mostly in living rooms—have to double up with the TV set.

With radio now so handy it's only an arm's length away, is it any wonder that nine radio families out of ten tune in every week. That on the average...

They spend more than 17 hours every week with their radios. And that's just the listening that goes on at home. Add 26 million sets in automobiles, where the listening's only begun to be measured. Add another 10 million sets in places people go to work, shop, eat, where the turnover is so high nobody even tries to keep track of all the listening.

They tune most to network programs – to the kind of entertainment that only networks can support, the kind of programs that make radio worth while: At night, listeners want Amos 'n' Andy, Jack Benny, Bing Crosby, Our Miss Brooks, Edward R. Murrow, Lowell Thomas. During the day, Arthur Godfrey, Ma Perkins, Wendy Warren.

Even in the biggest television cities, people prefer *network* radio. Of the top radio programs in TV's 24 largest markets, 89 per cent come from networks, 10 per cent originate locally at network stations, and 1 per cent come from independents.

Their favorite network is CBS Radio. Listeners spend more time with CBS Radio. Advertisers do, too. In volume of business this year through March, CBS Radio leads its busiest competition by 51 per cent.

CBS RADIO NETWORK

Where America listens most!

Where advertisers get most for their money!

Where audiences get most for their time!

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

A DOG AND HIS BOY: SUPER SOUP SALESMEN

TPA'S 'LASSIE' FILM SERIES, ON CBS-TV, BOOSTS CAMPBELL'S SALES TO AN 80% HOLD ON THE MARKET

TO DO a man's job over at Campbell's Soup, they called in a boy and a dog, and the women have been responding in record numbers.

That, in a capsule, is the story of the remarkable sales job that *Lassie*, a tv production of Television Programs of America, did for Campbell's over CBS-TV this past season—and will be back to do in the fall.

In its first 13 weeks on the air the program raised sales an exceptional 4% in a near-saturated market to the point where Campbell now accounts for a reported 80% of all soup sales in the country.

As evidence of the phenomenal draw of the show, the company ran a four-week contest in which listeners were asked to send labels of the product to qualify for the prize of a Lassie puppy. More than a million labels were received in the 28-day run of the contest.

The budget for the program was originally set at $2 million for time and talent. Later, in recognition of the dynamic appeal of the show and the medium, the outlay was increased another $1½ million, the additional money understood to be coming from a cutback in magazines. During last season the show ran 26 original films and 13 repeats. Next fall it will expand to 39 originals with 13 re-screenings.

The show is approaching a 100-station list on CBS-TV. It was seen Sunday, 7-7:30 p.m.

The series also has been chosen by the Treasury Dept. to help step up U. S. Bond sales next year. A picture of Lassie and a book to hold savings stamps will be available for 30 million school children next fall. In addition, children will receive Lassie certificates as members of the Lassie Saving Club.

Campbell's interest in the children's audience is comparatively new. It represents a heightened awareness by the company of the influence children exert on adult buying habits.

Actually Campbell's interest in television started back in 1950 with a participating spot on the Jack Carter *Show of Shows* program on NBC-TV. This participation lasted until February 1951, after which the firm sponsored Henry Morgan on NBC-TV from January to June 1951. In September of the same year Campbell launched *The Aldrich Family* on NBC-TV and stayed with the program until 1953. In October 1952 the company began its daytime entry with *Double or Nothing* on CBS-TV. It was the same year that the firm bought participations on *Howdy Doody* on NBC-TV. Campbell's also sponsored *Sound Stage* from July 1953 to September 1954.

The new policy of increased attention to the juvenile market is actually an integrated part of the overall tv plan for Campbell Soup Co. and is directed by Clarence Eldridge, vice president in charge of sales, advertising and marketing research, and R. M. Budd, director of advertising. The two executives, along with the product managers, work as a team in allocating the budget among their various products and the competing media.

The unique appeal of the show for the client—aside from its valuable identification of the sponsor with wholesome entertainment—is the fact that, for every child, the program attracts two parent viewers. The latest ratings, which average 33.3, is composed of adults two to one.

Starring the dog, "Lassie," and Tommy Rettig as the boy, with Jan Clayton and George Cleveland in featured roles, the program is produced and packaged with Robert Maxwell by Television Programs of America. In addition to the production, TPA through Martin Stone does the merchandising for the program and has already placed a wealth of Lassie products on store counters across the country. In fact, the new Montgomery Ward & Co. catalog features a full page of Lassie products, marking the first time that the famous volume has devoted so much space to the by-products of a television character.

BBDO, New York, is the agency for the portion of Campbell Soup Co. which sponsors *Lassie*.

ARB PROVES

KTBC tv & KANG tv deliver

CHANNEL 7
AUSTIN, TEXAS

CHANNEL 34
WACO, TEXAS

UNDUPLICATED COVERAGE OF CENTRAL TEXAS

According to ARB (March, 1955)

96% of the viewers in Austin, Texas, watch KTBC-TV more than 3 times per week.

75% of the viewers in Waco, Texas, watch KANG-TV more than 3 times per week.

85% of the viewers in Temple, Texas, watch KTBC-TV, Austin, more than 3 times per week.

*National Representatives
PAUL H. RAYMER COMPANY, INC.

KTBC-TV

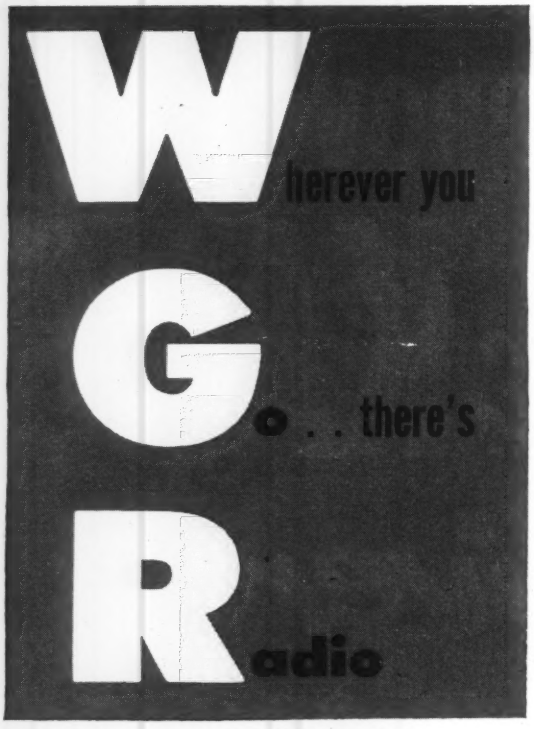
Channel 7 • 245,000 Watts
Austin, Texas
CBS • NBC • ABC • DUMONT

THE TOP NETWORKS
★
THE TOP PROGRAMS

SOON MAXIMUM 316 KW

KANG-TV

Channel 34 • 18,600 Watts
Waco, Texas
CBS • ABC



Sell the Nation's 14th Largest Market

use Buffalo's Top Sales Personalities

MUSICAL CLOCK	**STARRING JOHN LASCELLES** **6:30 - 9:15 AM — Monday thru Saturday** Buffalo's oldest service-type wake-up program. Music, time, weather.
THE KEATONS	**9:15 - 9:50 AM — Monday thru Friday** Buffalo's only Mr. and Mrs. Show. Interesting discussions of topics of the day. Their "Stamp of Approval" on your product means sales.
"550 SHOW"	**STARRING JOHN LASCELLES** **1:00 - 2:00 PM, 4:30 - 5:30 PM — Monday thru Friday** Noon time Music, humor and interviews. Ideal show to reach Buffalo housewives.
HELEN NEVILLE SHOW	**2:15 - 2:30 PM — Monday thru Friday** Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.
GLACY'S BASEMENT	**STARRING BOB GLACY** **10:30-11:00 PM and 11:30 PM-1:00 A.M. — Mon.-Sat.** Top "late-late" show to reach Buffalo's adult audience with your sales message.

ALL ON BUFFALO'S FIRST RADIO STATION

PLUS
Outstanding
5 and 10 Minute
NEWS and
WEATHER SPOTS
Ask for Availabilities

WGR
BUFFALO
Hotel Lafayette

Representatives:
FREE and PETERS

NBC BASIC AFFILIATE

IN RE FILE 9320:

ONE of the brightest rays of sunshine to penetrate the seriousness of FCC dealings took place when Ben Sanders, KICD Spencer, Iowa, undertook to set straight a little unhappiness he had encountered in putting in a local loop from the schoolhouse to the radio station. For the whole story we herewith give you Mr. Sander's letter to the FCC:

Dear Madam Secretary:

This is sort of a note to straighten out File No. 9320. Seems like things are confused a mite and we thought the record ought to be straightened up a bit.

Now, in the first place, we had some trouble with a local line from the school house out to the radio station. Seemed as though we would put the English language in the school house end alright, but we never were quite sure what came out at this end. We just wanted to find out what was really supposed to come out at this end. Nobody seemed to rightly know at the local telephone company, so we wrote to Prose Walker at the NARTB. Funniest thing was Prose didn't rightly know either, so he asked somebody over at your place. And that's where the trouble got started, I reckon.

Pretty soon Mr. Entringer (he's a telephone man from Sioux City) came up and I told him we were right sorry to get him on the spot, but we just wanted to know what was supposed to come out at the other end of the local loop. He agreed we ought to be able to understand what the man says, and he said he would get the high-priced engineers to work and find out what was coming out. And, Madam Secretary, that's all we ever heard. That is, until we got the nice letter from you.

Now we don't know this Mr. Dowd. If he works for the telephone company though, he must be a right nice fellow. Trouble is I think he got a little mixed up (or we did, one or tuther). Mr. Dowd says, "The matter of the quality of local program channels furnished in Spencer, Iowa, to radio station KICD has been thoroughly checked and the results discussed with Mr. Ben Sanders, president of the radio station". Well, now, that isn't just right. We haven't heard a word YET on what happened to the tests, and I don't just see how the "results" could have been "discussed" with me without me knowing just a little bit about it. Mr. Dowd says the local employes of the telephone company didn't tell us anything about requirements of frequency response on local loops. Well, Madam Secretary, we've howdied quite a bit about it, to tell you the truth. We've had the problem ever since the school house was built, and we've visited quite a few times, sometimes real nice and sometimes ired up a spell. Trouble was we just couldn't find out what was supposed to come out the other end of the line.

Then Mr. Dowd says we got a letter on December 4, 1952, that told us the story—namely, what comes out the other end. Now Mr. Dowd should have read that letter a little closer. It says about lines that are hooked up to other lines, like Class "C"

Definitely the...
No. 1
TV-RADIO SERVICE
in the
NATION'S
No. 1
TEST MARKET

Syracuse is now ranked America's Best Test Market by Sales Management Magazine. The ranking is authentic, because it is based on an audited study of 503 test campaigns by leading national advertisers over a nine-year period.

By authentic standards, WSYR Radio and WSYR Television are clearly the superior broadcasting services in the Syracuse market.

Best physical facilities . . . best local programming services . . . best customer services . . . these important advantages give the WSYR Stations their distinct leadership in Syracuse and throughout the $2 billion Central New York market.

NBC AFFILIATES

WSYR

TV 100 KW CHANNEL 3 • RADIO 5 KW 570 KC

Represented Nationally by HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by The HENRY I. CHRISTAL CO., Inc.

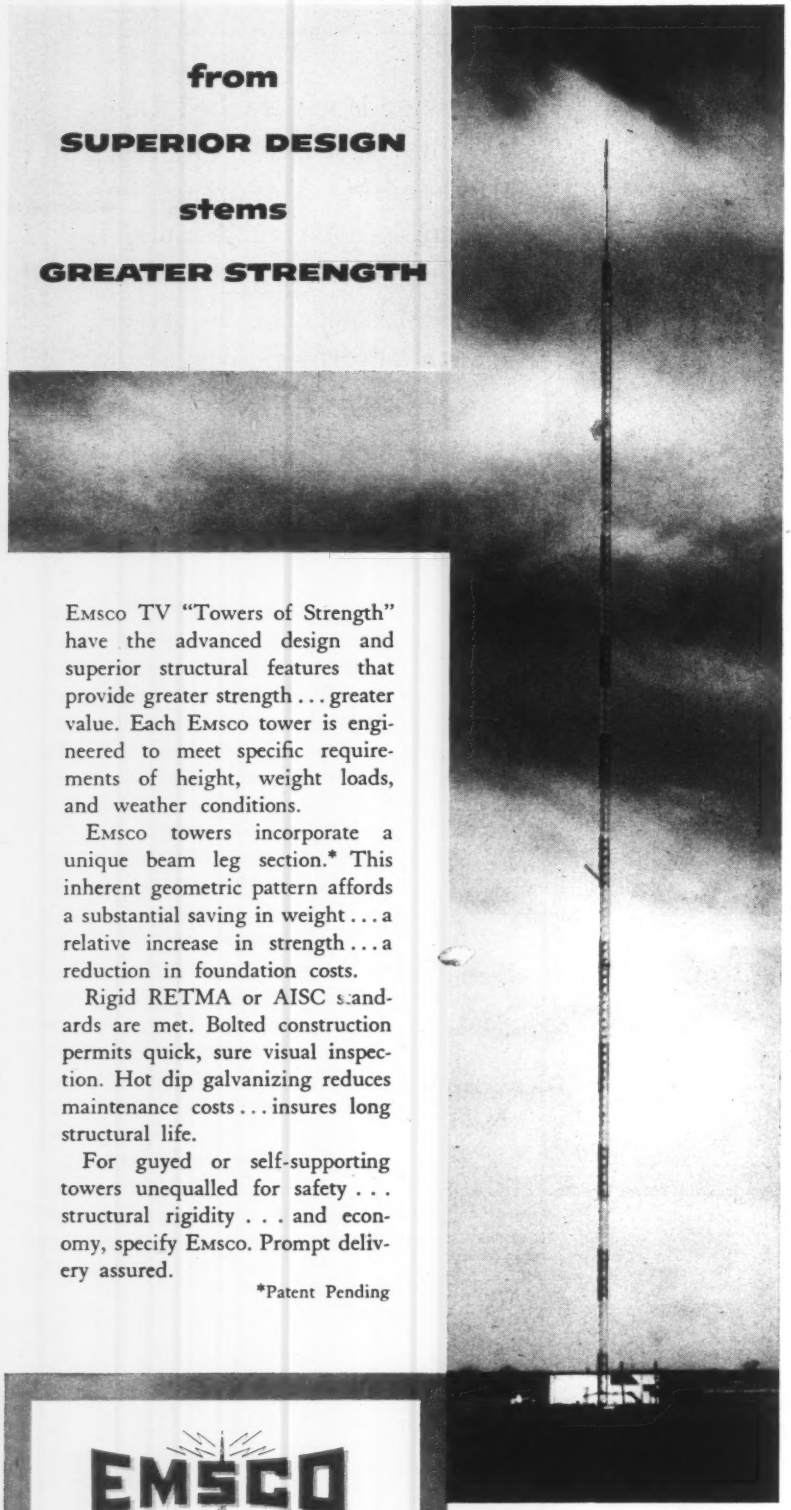
SYRACUSE, N. Y.

from

SUPERIOR DESIGN

stems

GREATER STRENGTH



EMSCO TV "Towers of Strength" have the advanced design and superior structural features that provide greater strength . . . greater value. Each EMSCO tower is engineered to meet specific requirements of height, weight loads, and weather conditions.

EMSCO towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Rigid RETMA or AISC standards are met. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify EMSCO. Prompt delivery assured.

*Patent Pending

EMSCO

TOWERS OF STRENGTH ®

EMSCO MANUFACTURING COMPANY

Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.

General Sales Offices: Dallas, Texas

Emsco guyed TV Tower over 1000 ft. in height, Great Bend, Kansas

E-216-55

lines to other towns. We read it and read it, and we still can't find out what's supposed to come out the other end of a line from the school house to the radio station.

Now Mr. Dowd is one of the big men with the telephone company and, by golly, we just don't think we're big enough to argue with him about different sizes of cable and things. And, like he says, I guess we aren't hearing right these days about impedances and things. (My chief engineer seems a little confused, too, since he read Mr. Dowd's nice letter). Truth is, though, Madam Secretary, we just don't much care what size line it is. All we want to know is what comes out the other end. They can use the fence wire along the north forty if they want to.

And then we come to the last paragraph in Mr. Dowd's letter. Here it is:

"As stated above this entire matter has been discussed with Mr. Sanders who now indicates that he is satisfied and that his letter was intended merely as a request for information instead of a formal complaint."

Well, Madam Secretary, Mr. Dowd sort of tucked the dirt under the rug, I'm afraid. You see, the results of the matter were NOT discussed with me, and I did NOT indicate that I was satisfied. Mr. Dowd misunderstood a little, I guess. Now, the rest of it is right.

Eldon (our chief engineer—confused) made the measurements you wanted and he's attaching them to this note. Mr. Dowd's nice letter upset him some, and he's about ready to go back to farming and sending you his license. But he'll get over it, I reckon.

All we wanted in the first place was to find out what was supposed to come out the other end of the line from the school house to the radio station. We asked the boys in the back room at the telephone company. They didn't know. (It isn't in the book, either—the one here in Spencer, that is). We asked some of the big men and they didn't come up with the answer. We asked Prose and he didn't rightly know. He asked your folks—and, by golly Madam Secretary, you know what? WE DON'T KNOW YET.

But now that basketball season is over, we're going to take the loop out anyhow. So we'll see you next year in File No. 9320.

Anyhow, thanks very much for helping us get good old 9320 straightened up a bit.

Warmest personal regards,

/s/ Ben B. Sanders

Copies to:

Mr. Pepper—he's the manager of the telephone company in Spencer

Mr. Hines—he's Mr. Pepper's boss at Sioux City

Mr. Entringer—he's the man that came to see us from Sioux City

Mr. Dowd—he's the man from Des Moines who wrote you the nice letter.

Mr. Walker—he's the man who came to see you in Washington. (Look what HE started)

Mr. Kanago—he's the chief engineer, so he'll know to take the line out

Mr. Hennessey—he's our lawyer in Washington. (He'll be mad if we don't send him a copy)

Mrs. Sanders—she's my mother and has some AT&T stock. (She likes to know what's goin on.)

KFRE
FRESNO
50,000 watts . . . CBS

Announces the appointment of

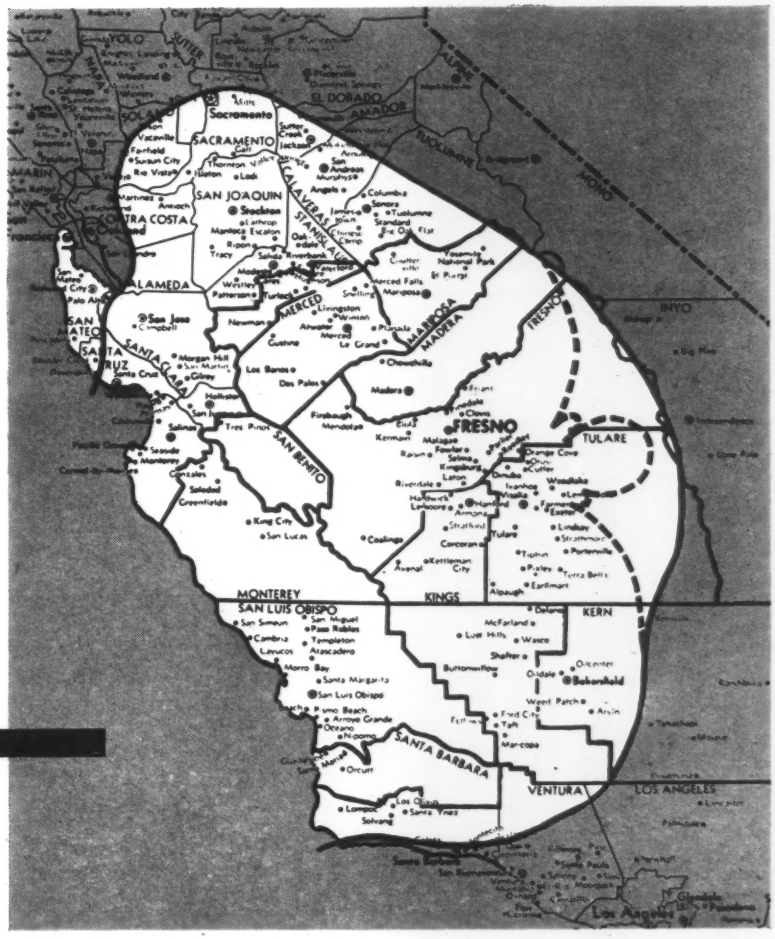
JOHN BLAIR & COMPANY

as exclusive national representative

EFFECTIVE JULY 1st

Do You Know Central California?

- It's the big market that fills the 350 mile gap between San Francisco and Los Angeles with 2,585,773 population!
- 60,263 farms in Central California have an average cash income of $27,091 . . . over $1,631,877,000!
- Central California ships 95% of the country's wine . . . 75% of the olives . . . produces more farm income than 43 entire states.
- Here is the nation's richest farm market . . . covered 100% by KFRE.
- Call your John Blair representative for details on the National importance of Central California.



(A&A continues from page 32)

MBS will continue to be used for weekly half-hour radio program.

Cameo Curtains Inc., N. Y., names Friend-Reiss, N. Y., to handle all advertising, effective immediately. Prior to this agency had serviced only radio-tv portion of account. Cameo plans to launch its largest consumer advertising campaign, including participations on *Home* on NBC-TV.

Reid Bros., Tapley & Geiger Mortuary, L. A., names Lansdale Co., same city. Radio being used.

Spix Products Co. (cleaning products), Pittsburgh, has named Sykes Adv. Inc., same city.

Champale, N. Y., has named Dowd, Redfield & Johnstone, same city.

Flotill Products (Tasti-Diet foods), Stockton, Calif., names Roy S. Durstine Inc., N. Y., effective July 1.

Alberto-Culver Co. (VO-5 hairdressing and conditioner), Chicago, has named Geoffrey Wade Adv., same city.

United Service Organizations Inc. has appointed Bozell & Jacobs, N. Y., as public relations counsel. Harry Haller is account executive.

American Zinc Sales Co., St. Louis, has named Ridgway Adv. Co., same city.

National Guard has named Robert W. Orr & Assoc., N. Y., effective July 1. Budget expected to be approximately $300,000. Radio-tv will be used.

AGENCY SHORTS

Day, Harris, Mower & Weinstein Inc., Atlanta, has changed name to Day, Harris, Hargrett & Weinstein Inc. with resignation of Clarendon Mower Jr., who enters real estate investment field. Haines Hargrett, secretary-treasurer, has named added to firm. Firm also moves to expanded quarters at 40 16 St., N.W.

Donlee Agency, Pompton Lakes, N. J., and **MacDonald Adv.,** Paterson, N. J., have merged to Donlee-MacDonald Adv., maintaining offices in both cities. Edmund H. Jung III appointed head of graphic arts dept.

Ruthrauff & Ryan, Dallas, has moved to larger quarters at Suite 515, Adolphus Tower, 1412 Main St.

Roche, Eckhoff & Lee Inc., L. A., has moved to 8721 Beverly Blvd.; telephone: Oleander 5-7670.

C. Wendel Muench & Co., Chicago, has opened Dallas office, 2102 Jackson St.; telephone: Randolph 2554. Orville L. McDonald, who operates own public relations firm, will be in charge.

Charles Bowes Adv., L. A., has moved to larger quarters, Hardware Mutual Bldg., 6th & Virgil Sts.

A&A PEOPLE

Thomas J. Ross Jr. and **Gail M. Raphael,** former vice presidents, Ruthrauff & Ryan, N. Y., to Lennen & Newell, same city, as vice president-account executive and vice president-copy group head, respectively.

Herbert A. Carlson, formerly vice president, Christensen Adv. Agency, Chicago, to Applegate Adv. Agency Inc., Muncie, Ind., as vice president and account executive.

MR. CARLSON

Paul H. Willis, assistant vice president and general advertising manager, Carnation Co., L. A., named vice president in charge of advertising.

Philip A. Brown to Mumm, Mullay & Nichols Inc., Columbus, Ohio, as vice president and account executive.

J. L. Kaufman to Grant Adv., Detroit, as vice president.

David B. McCall, David J. Mahoney Inc., N. Y., elected vice president and creative director.

MR. McCALL

Ralph D. Allum, vice president, Roy S. Durstine Inc., N. Y., has resigned.

Carl Brandes Jr., vice president and partner, Jimmy Fritz & Assoc., Hollywood, resigns.

Sylvan Taplinger, formerly with Hirshon-Garfield, N. Y., to Peck Adv. Agency, same city, as radio-tv director; **James Eysler,** formerly with William H. Wein-

HERE'S A MARKET

ABOVE U.S. AVERAGE!

$8,830 . . . after taxes! . . . 52% above the national average!—that's the yearly income of the average Kansas farm family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW more than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before . . . and we've got a stack of success stories to prove it.

** Consumer Markets, 1955.*
† Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

"Set Your Capper Man"
WIBW
CBS RADIO

Rep: Capper Publications, Inc.

KMPC

the one-station network in southern california

Thanks . . .

to ADVERTISERS and AGENCIES who are making 1955 the best business year in KMPC history.

Thanks . . .

to the RADIO AUDIENCE for enabling KMPC to lead all independents and two network stations in Southern California—according to PULSE, 8-county area survey for March-April 1955.

KMPC 710 KC LOS ANGELES

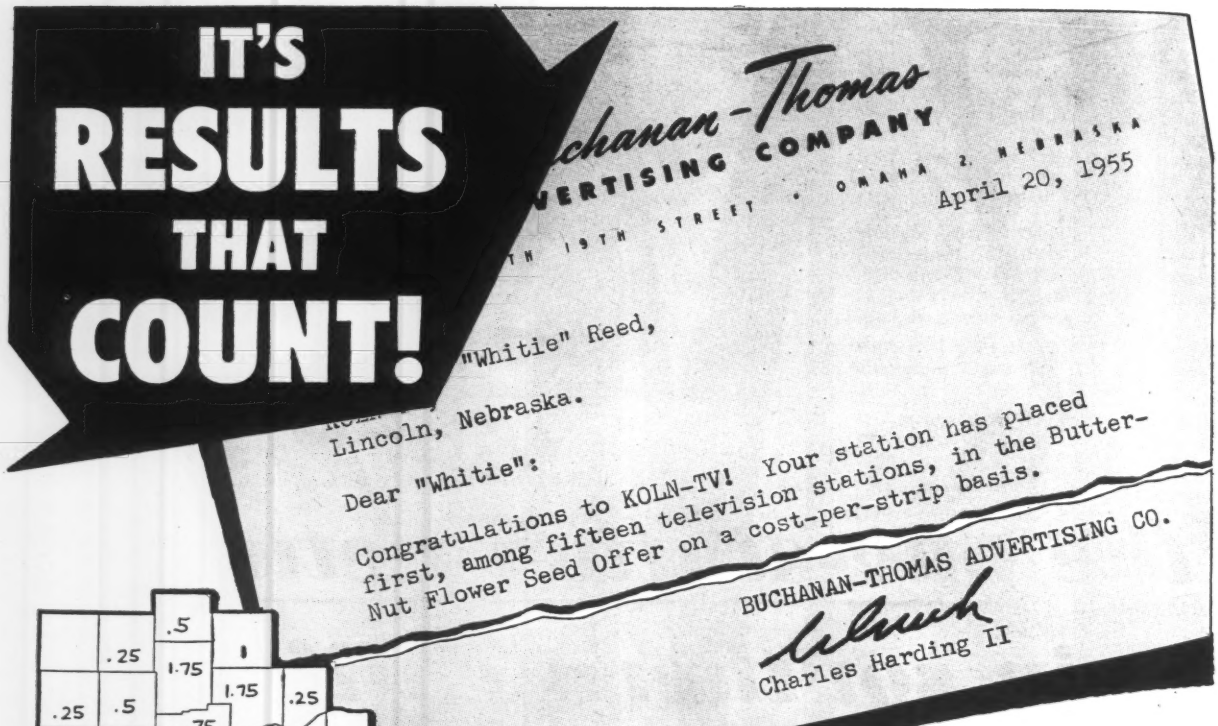
50,000 watts days 10,000 watts nights.

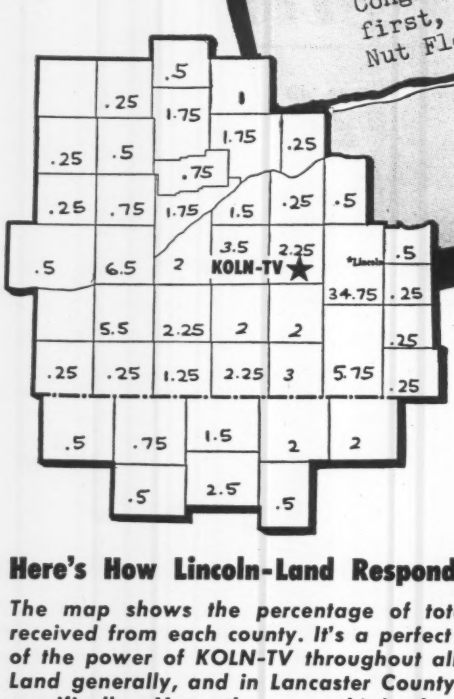
GENE AUTRY, President, R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

Represented Nationally by A. M. Radio Sales

Chicago • New York • Los Angeles

IT'S RESULTS THAT COUNT!


Buchanan-Thomas
VERTISING COMPANY
TH 19TH STREET • OMAHA 2, NEBRASKA
April 20, 1955
"Whitie" Reed,
Lincoln, Nebraska.
Dear "Whitie":
Congratulations to KOLN-TV! Your station has placed first, among fifteen television stations, in the Butter-Nut Flower Seed Offer on a cost-per-strip basis.
BUCHANAN-THOMAS ADVERTISING CO.
Charles Harding II



Here's How Lincoln-Land Responded!

The map shows the percentage of total orders received from each county. It's a perfect example of the power of KOLN-TV throughout all Lincoln-Land generally, and in Lancaster County (Lincoln) specifically. More than one-third of all orders came from this, Nebraska's second metropolitan market!

Buchanan-Thomas Advertising Company, Omaha, made a very careful study of the pulling power of each of fifteen stations carrying a special flower-seed offer, breaking down the results on the basis of cost-per-order received. To get the flower seeds, viewers were required to send in twenty-five cents plus a key strip from a can of Butter-Nut Coffee. This was the acid test for both *coverage* and *showmanship* — the one and only objective was *ORDERS!*

Here's the Box Score on the Top 6 . . .

KOLN-TV — 28c PER ORDER
VHF STATION B — 40c PER ORDER
VHF STATION C — 45c PER ORDER
VHF STATIONS D AND E — 53c PER ORDER
VHF STATION F — 67c PER ORDER

If it's *results* you want, don't miss the 207,050 families in Lincoln-Land — more than half of them reached *only* by KOLN-TV.

KOLN-TV

COVERS **LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET**

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

Avery-Knodel, Inc., Exclusive National Representatives

traub & Co., N. Y., to Peck as account executive and creative group member.

Ernest K. Shultz Jr., copy dept., Applestein, Levinstein & Goldnick Adv. Agency, Baltimore, named director, radio-tv dept.

Archibald G. Douglass Jr., former senior account executive, Erwin, Wasey & Co. Ltd., L. A., to Sick's Seattle Brewing & Malting Co. as advertising manager.

Mike Donovan, McCann-Erickson, N. Y., to Benton & Bowles, N. Y., as associate media director.

Henry P. Stockbridge, merchandising director, Ogilvy, Benson & Mather, N. Y., to contact dept., Young & Rubicam, N. Y., as account executive.

Vivian B. Affleck, formerly with Picard, Marvin & Redfield, N. Y., to Hilton & Riggio, N. Y., as account executive.

William Gray, national advertising dept., *Birmingham* (Ala.) *News & Post-Herald*, to Louis Benito Adv., Tampa, Fla., as account executive.

Theodore W. Schwamb, formerly sales and advertising manager, Edwards Food Co., subsidiary of Safeway Stores Inc., S. F., to Erwin, Wasey & Co. Ltd., L. A., as senior account executive.

Julius Buccieri, former assistant tv director, Milton Weinberg Adv. Co., L. A., to Byron Brown & Staff, same city, as assistant account executive.

Walter Erickson, formerly production manager, Gamble-Skogmo, Minneapolis, to Bruce B. Brewer & Co., same city, in same capacity.

Nat Tanchuck, former vice president in charge of advertising, Garden of Eden Distributing Co. (theatrical films), N. Y., forms Nat Tanchuck Adv., 7940 W. 3d St., L. A. 48; tel. Olive 3-3665. **Art Browne Jr.,** Hollywood tv writer, to agency as copywriter.

William Taubin, formerly with Douglas D. Dimon, N. Y., to Doyle Dane Bernbach, same city, as art director; **Leonard Press,** formerly with Hirshon-Garfield, N. Y., to Doyle Dane Bernbach as account executive; **Henry Yaris,** formerly with McCann-Erickson, N. Y., to agency as assistant account executive; **Bill Casey,** formerly with Kenyon & Eckhardt, N. Y., to agency as copywriter.

Joseph A. Forrester, formerly art director, Mayers Co., L. A., to Charles Bowes Adv., same city, in same capacity.

Murray Hysen, group supervisor, research dept., Grey Adv., N. Y., to research dept., Geyer Adv., N. Y., as project director.

William J. Lyons, BBDO, N. Y., to Bozell & Jacobs, N. Y., as assistant to vice president in charge of radio-tv.

Grace Jan Waldman, freelance writer, to public relations dept., Robert J. Enders Adv., Washington.

Jaye S. Niefeld, research director, Henri, Hurst & McDonald Inc., Chicago, to company membership committee, American Marketing Assn.

Franz J. Serdahely, special services bureau manager, public relations dept., Curtis Publishing Co., Phila., to public relations and publicity dept., Gray & Rogers, same city.

Herman Raucher, copy chief, advertising dept., Walt Disney Studios, N. Y., to Calkins & Holden, same city, as radio-tv copywriter.

Seidelman Syndicate Buys Unity Tv Corp.

UNITY TELEVISION Corp., New York, tv film distribution company, has been sold for an estimated $5 million to a syndicate headed by J. H. Seidelman, formerly president of Universal International Films, it was announced last week.

Arche Mayers, founder of Unity Television, disclosed details of the transaction and reported that he has resigned as an officer and general manager of the company. Following a brief vacation, Mr. Mayers will launch a new tv film distribution company in New York.

Mr. Seidelman will serve as president of Unity Television Corp. He reported that the operations of the company will be continued without interruption, and said new personnel will be added to the staff. UTC has an extensive library of feature films, westerns, serials, cartoons and short subjects. Its catalogue of tv films is said to number more than 1,000 titles.

Mr. Mayers has been active in the film distribution field for more than 25 years. He started in 1930 as general manager of Colorfilm Corp., and later served as sales manager of Atlas Sound Film, general manager of World Pictures Corp. and eastern producers representative at United Artists for Mayfair Productions. Early in 1949 he established Unity as a tv film distribution company. He is a past president of the National Television Film Council, and presently is the council's vice president in charge of distribution activities.

National Telefilm Stock Offering Gets $1.3 Million

CHECK for $1,328,125 was handed over to Ely Landau, president of National Telefilm Assoc., New York, last week, signalling the formal completion of the underwriting of a public offering of 312,500 shares of common stock in NTA at $5 per share [B•T, June 13]. The underwriting was handled by Charles Plohn & Co., New York, beginning June 7.

Mr. Plohn turned over the check to Mr. Landau. Present during the formal closing were Oliver A. Unger, executive vice president of NTA; Harold Goldman, vice president of the company; Edith Rein, secretary, and Judd Golenbach and Stanley Goldstein, attorneys for NTA.

The prospectus issued by NTA stated that the company will apply for listing of its common stock on the American Stock Exchange promptly upon the request of the underwriter, who has notified NTA that such a move will be made as soon as practicable.

Mr. Landau reported last week that contracts written for April and May 1955 amounted to $266,142 and $406,478, respectively, which he said represented "all-time high figures in the company's history."

CBS-TV Film Sells 3 Series To WPIX (TV) for $250,000

PURCHASE by WPIX (TV) New York of three filmed series from CBS-TV Film Sales for $250,000 was announced last week by Wilbur S. Edwards, general manager of CBS-TV Film Sales. The transaction was completed by Mr. Edwards and Fred M. Thrower, vice president and general manager of WPIX (TV).

The three serials are *Life With Father, San Francisco Beat* and *The Whistler*. The sales were made to WPIX (TV) by John Howell, account executive for CBS-TV Film Sales.

After the contract was signed, station and CBS-TV Film Sales executives held a merchandising and promotion sales meeting in Mr. Thrower's office. Panel exhibits of the programs, displayed at the NARTB convention, were shown, and large quantities of merchandising and sales promotional material were made available for the WPIX (TV) sales campaign. Speakers at the meeting were Fred J. Mahlstedt, director of operations and production for CBS-TV Film Sales, and Mr. Howell.

THOMAS F. O'NEIL, president of General Teleradio Inc., signs a contract for 123 Gene Autry and Roy Rogers feature films, purchased from MCA-TV Ltd. Film Syndication Div. for $1.5 million. L to r (seated): Jack Poor, vice president of General Teleradio; Mr. O'Neil; Lou Friedland, vice president in charge of station program sales for MCA-TV; standing, Herbert S. Stern, MCA-TV vice president; David V. Sutton, vice president in charge of MCA-TV Ltd.; Gordon Gray, vice president-general manager of WOR-TV New York, and Milford Fenster, WOR-TV film director.

Added Bennett Funds Slated For 'Big Idea' Syndication

OFFERING of 100,000 shares of stock in Donn Bennett Productions Inc., Philadelphia, at $5 per share was oversubscribed within 24 hours, it was reported last week by Boenning & Co., Philadelphia, the underwriters. The issue was offered last Monday.

Stock purchases include an equity interest in a tv program, *The Big Idea,* which currently is carried live in Philadelphia under the sponsorship of the Philadelphia Saving Fund Society. Revenue raised will be used to film the series for syndication on a spot basis. The program presents protected but unmarketed inventions and serves as an intermediary to introduce inventors to manufacturers, investors and distributors.

On a recent program of *The Big Idea,* according to a spokesman for Donn Bennett Productions, a Philadelphia electronic sales engineer demonstrated a "tube saver" device, claiming tv tubes can be made to last seven times longer by using the invention.

Ralph Porter, Ralph Elan Form N. Y. Production Firm

FORMATION of Elan-Porter Productions Inc., New York, was announced last week. The new firm, with offices at 19 W. 45th St. and studio facilities at 334 E. 74th St., will produce commercial, industrial and tv feature films.

Principals in the firm include Ralph Porter, writer, director and producer, as production head; Ralph Elan as head of business management, sales and promotion, and Eleazar Lipsky as adviser and attorney.

Mr. Porter, formerly associated with such firms as Official Films, Laurel Films and Eastern Sound Studios, has more than 1,000 films credited to him in writing, directing or producing. He is author of a number of novels, including *Lincoln McKeever,* the film version of which is to be produced this fall with James Cagney in the starring role.

Guild Films Sales Dept. Consolidated Under Ezzes

CONSOLIDATION of Guild Films' sales department under Erwin Ezzes, vice president-general sales manager, was announced last week by Reub Kaufman, president.

With this alignment—geared to anticipation of "one of tv's heaviest sales seasons in history"—Mr. Ezzes announced the appointment of Art Gross, head of the company's client service dept., to the newly-created post of assistant general sales manager. Mr. Gross, with Guild the past 2½ years, formerly handled promotion, advertising and exploitation for Skouras Theatres. His client service post will be filled by Curtis Kaufman, assistant director of the department.

President Kaufman noted that a facet in Guild's emphasized national and syndication sales campaign is the association of Guild with Vitapix Corp. station organization owned by 57 individual tv outlets. The latter clears time for national spot programs for Guild's properties.

Tv Film Firm Sues Actor For Breach of Contract

CHARGES that John Barrymore Jr. refused to abide by his November 1954 contract to appear in 26 half-hour tv films were leveled at the actor by Lanny Budd Productions Inc. in a $55,750 Santa Monica Superior Court suit filed June 9. The action was to counter a complaint lodged by the actor in an attempt to collect money which he claims the firm owes him.

He also was accused of quarreling publicly with his wife and insulting fellow actors and production personnel while shooting the *Lanny Budd* series in England, which, according to the complaint, "depreciated his value as a star and motion picture personality." During one quarrel in a hotel lobby, the complaint continues, Mr. Barrymore's "loud, abusive and profane language scandalized onlookers and irreparably damaged the producer's public relations."

The suit alleges the actor received $1,000 advances on his salary on April 1 and 15 and May 1.

Houston Color Film Labs To Finance Color Tv Film

A PLAN to extend financing to color tv film production "when this medium comes into more general use" was announced by E. B. McGreal, president of Houston Color Film Labs Inc., Burbank, Calif.

The firm announced that it is setting up a revolving fund to provide financing for independent producers, at present mainly theatrical film producers. The establishment of the fund was announced with the completion of the program to expand Houston facilities, which converted the firm's laboratories to the processing of Eastman color film.

Joe Reaves

A SELLING Force...

Bill Stuckey

Bill Norwood

WNCT—the only TV station covering all of Eastern Carolina—is a SELLING force because it has a selling FORCE! These 8 top performers move merchandise in volume with fast-paced shows—available for participating spots or complete programs. Cost per set in use? About $1 per 1,000!

Who do you want to sell to—Mommas, Papas, kids—the whole family? These master salesmen and their more than 15 studio-produced shows provide a perfect vehicle for nearly any product—presented in terms understood and accepted by your Eastern Carolina prospects. For participating spots or complete shows, 'phone or wire collect for the facts now!

Jim Lafferty

Jay Kroll

Tom Chick

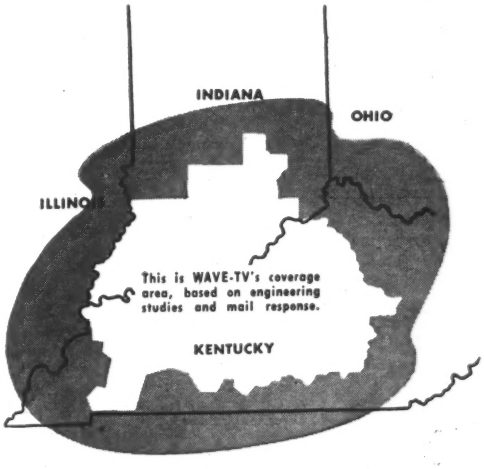
Gene Hodges

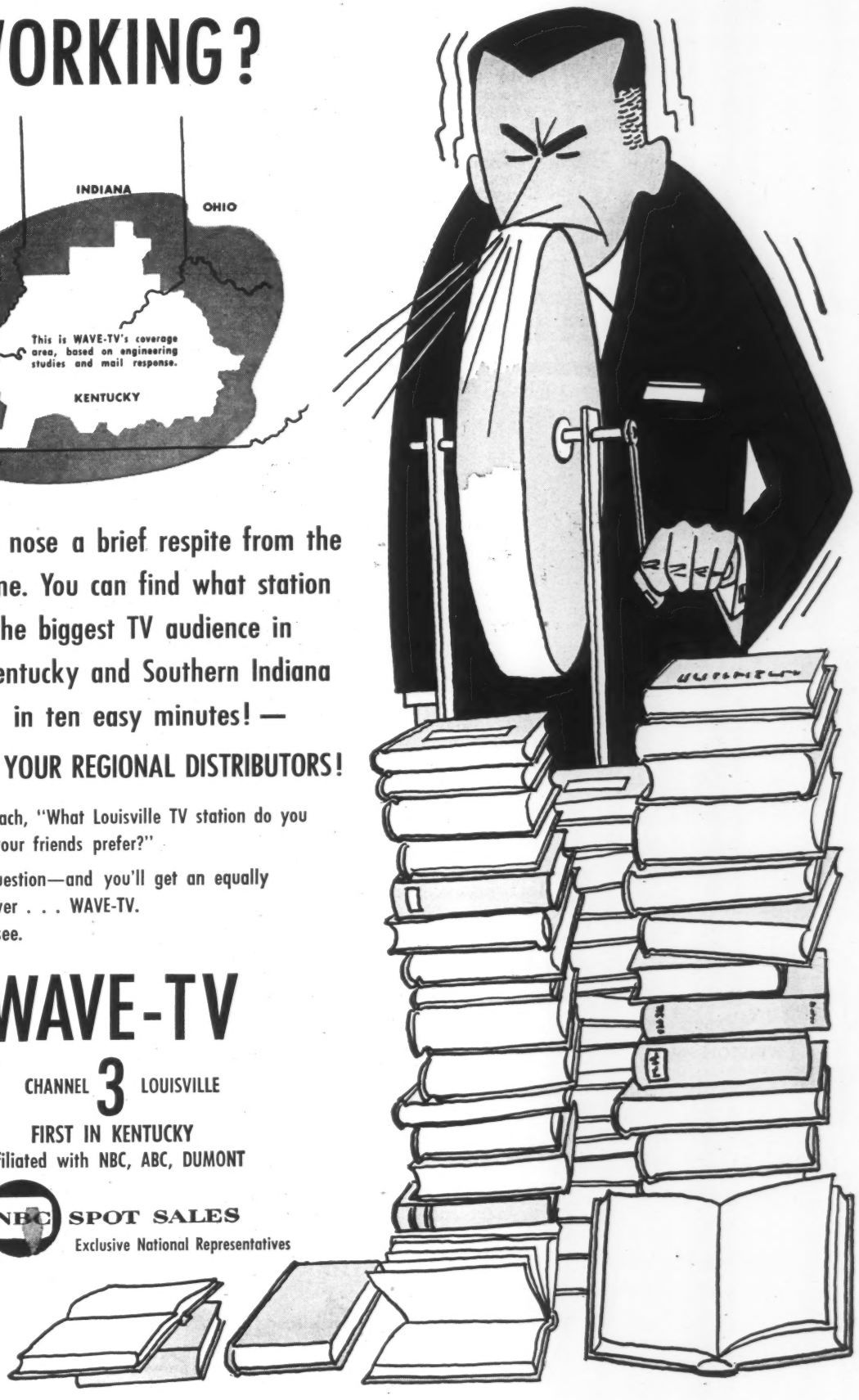
Eck Wall

PRIMARY CBS AFFILIATE WNCT channel 9 Greenville ★ N. C.

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

WORKING?





Give your nose a brief respite from the grindstone. You can find what station has the biggest TV audience in Kentucky and Southern Indiana in ten easy minutes! —

BY CALLING YOUR REGIONAL DISTRIBUTORS!

Ask each, "What Louisville TV station do you and your friends prefer?"

A simple question—and you'll get an equally simple answer . . . WAVE-TV.
Try it and see.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives

WRCA-TV Carries 'Superman'

THE *Superman* series, top syndicated film show in the New York market in American Research Bureau's ratings for May, was carried by WRCA-TV New York, not WCBS-TV as reported by the ARB in its listing appearing in B•T June 13.

FILM SALES

Hollywood Television Service, North Hollywood, announces *Stories of the Century* sold to Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, N. Y., for Birmingham, Ala., area; Campbell Soup Co., Camden, N. J., through BBDO, N. Y., for Honolulu; Kroger Co. (groceries), Cincinnati, already sponsoring series in several markets, adds Terre Haute and Evansville, Ind.

Interstate Television Corp., N. Y., has announced sale of *Little Rascals* to KONA (TV) Honolulu, KBOI-TV Boise, Idaho, WKOW-TV Madison, Wis., KCBD-TV Lubbock, Tex., and WSAU-TV Wausau, Wis.; *Ethel Barrymore Theatre* to WBRE-TV Wilkes-Barre, Pa., WNDU-TV South Bend, Ind., KTTS-TV Springfield, Mo., and WKBT (TV) La Crosse, Wis.; *The Amazing Tales of Hans Christian Anderson* to WSJV (TV) Elkhardt, Ind., WTVR-TV Richmond, Va., KTTS-TV, and WTRF-TV Wheeling, W. Va.

FILM DISTRIBUTION

American Airlines is making available for tv showings full-color, half-hour film, "The Mercury," which takes audience behind scenes of coast-to-coast non-stop flight. Film obtainable from any American Airlines public relations office.

Ziv Television Programs Inc., N. Y., has announced by July 539 tv film episodes of eight different program series will be available in foreign languages for French, Italian, Spanish and German markets. Company has ready for immediate distribution to Spanish markets following programs and number: *Cisco Kid,* 78; *Boston Blackie,* 52; *Mr. District Attorney,* 39; *Favorite Story,* 78; *I Led Three Lives,* 39; *The Unexpected,* 39, and *Yesterday's Newsreel,* 78. There are 26 *Favorite Story* films available in German.

FILM PRODUCTION

Mel Gold Productions, N. Y., last week launched production of 13 quarter-hour films, *Toyland Express,* starring Paul Winchell and Jerry Mahoney. Series is being produced for Toy Guidance Council Inc. on behalf of member stores and will be telecast throughout country during November and December in pre-Christmas exposure. Business placed through Friend-Reiss Adv., N. Y.

Donn Bennett Productions, Phila., will begin production today (Mon.) on new half-hour film series, *The Big Idea,* for national syndication in September. Program, centering around protected but unmarketed inventions, has been carried live on WCAU-TV Philadelphia for past five years.

RANDOM SHOTS

Sterling Television Co., N. Y., last week announced it has organized speakers bureau to supply local tv stations with guests for appearances on live programs. Service, provided at no cost to stations, will cover speakers in various fields, many of whom are said to be "names."

Barry-Grafman & Assoc., 203 N. Wabash Ave., Chicago, tv film distributor and sales representative, formed by merger of Ben Barry Enterprises and Howard Grafman & Assoc.

Mark Goodson-Bill Todman have contracted to produce *The Legend of Hemp Brown,* documentary adult western series, in partnership with creator Bernard Girard, currently director of *You Are There.*

TCF Television Productions Inc., Hollywood, readying material for half-hour anthology series scheduled to start production later this year.

Tangent Films, Hollywood, formed by actor Steve Cochran and Harrison Reader as tv subsidiary to Robert Alexander Productions, their independent motion picture production unit. Three tv film series, *Retribution, River Man* and *Doctor on Horseback,* are being developed by J. Donald Wilson and Dwight Hauser. Mr. Cochran scheduled to star in one of series.

FILM PEOPLE

Melvin Bassett, lot superintendent, KTTV (TV) Hollywood, to Jam Handy Organization, same city, as west coast manager.

Lew Landers signed as director on CBS-TV *Tales of the Texas Rangers,* which Screen Gems, Hollywood, starts shooting late this month for General Mills.

Marvin L. Lowe appointed central div. representative in Chicago, Tele-Pictures Inc., Beverly Hills, Calif.

William G. McLaren, Guild Films, Hollywood, to *Science Fiction Theatre* and *Mr. District Attorney* production staff, Ziv Television Programs, same city.

Jack Stephenson, Florida salesman, Alexander Film Co., Colorado Springs, Colo., named special New York area sales representative.

Opening ceremonies dedicating expanded facilities at the High Point Furniture Building . . . in the heart of WSJS-TV coverage . . . where the world's greatest concentration of furniture manufacturing boosts the big buying power of the dynamic WSJS-TV market.

THIS GETS BIG COVERAGE EVERY DAY

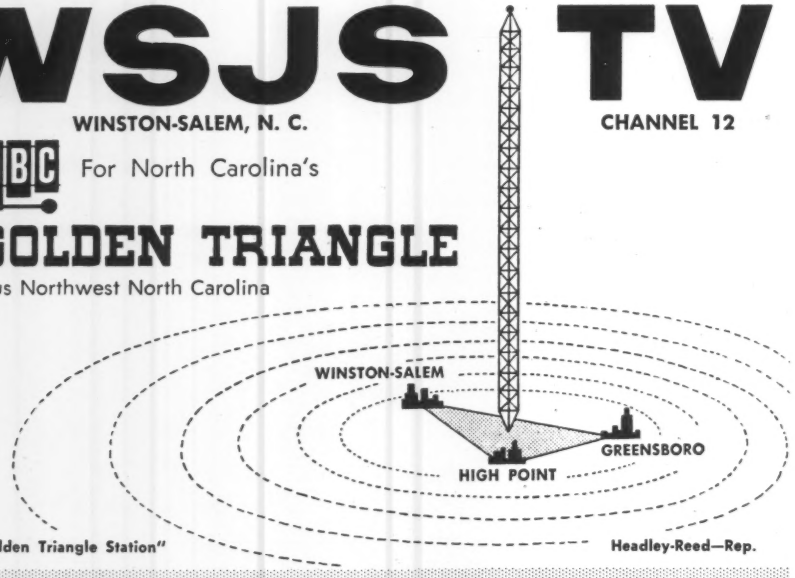
WSJS TV

WINSTON-SALEM, N. C. CHANNEL 12

NBC For North Carolina's

GOLDEN TRIANGLE

Plus Northwest North Carolina



"The Golden Triangle Station" Headley-Reed—Rep.

a broker can help you in a dozen ways

HERE'S HOW A BROKER CAN HELP THE BUYER

Saves you time. A broker has spent time accumulating information on various station purchase possibilities. That which falls within your area of interest is immediately available to you.

Saves you effort. Forty or more possible purchases might be narrowed down to as few as a half dozen by dealing with a broker who can tell you which meet your requirements.

Saves you money. The better the businessman, the higher the value of his time. In addition to your hourly earning value, the contact and travel expense of fruitless journeys can be saved by inspecting only the more promising prospects found through a broker.

He is organized to work for you, in finding purchase possibilities. His office and staff work full time on the brokerage business. As such it is natural that sellers would want their property handled here, resulting in a maximum of choice for you.

Brokers' efforts, day by day, week in and week out, throughout the years, include the advertising for, the correspondence with, and the meetings with prospects to sell. This results in more choice for you.

In arranging appointments for you. After outlining your requirements and capabilities to your broker, he can set mutually agreeable appointment dates.

Inspecting property. You can feel free to ask questions without fear of offending and your broker is interested in seeing that you see the whole picture.

Handling negotiations. A purchaser is inclined to be sensitive about his purchasing interests and abilities. The broker, having the interests of both parties, can seek to avoid argument and work toward mutually agreeable purchase terms.

Handling offers. Concessions which may be available are frequently withheld or reluctantly offered in fear of being asked for further concessions. This can be handled by an offer through the broker.

Handling a purchase. All time, money and effort you have spent will be in vain unless you have obtained a firm commitment on the part of the Seller to sell. Purchase agreements arranged through the broker accomplish this for you.

You are employing a helper experienced in this specialized field when you deal with a broker. They say "experience is the greatest teacher."

Confidential handling of your interests is best assured when dealing with a responsible broker. Whether your current position demands it, or in the interest of associates, it may be good business practice.

Personal recommendation. You may hesitate to reveal fully your accomplishments, feeling it appears as bragging. The third party can determine your background and qualifications and report this fully to the Seller. This is important on time purchase plans where the Seller retains an interest.

HERE'S HOW A BROKER CAN HELP THE SELLER

Saves you time. A broker has spent time accumulating information on various purchasing interests. Those interested in your type of property are immediately contacted on your behalf.

Saves you effort by narrowing the field between curiosity seekers as well as those not interested in your type of station and genuine prospects.

Saves you money. The better the businessman, the higher the value of his time. In addition to your hourly earning value, the office and travel expense of brokerage business is borne by the broker, saving you these costs.

He is organized to work for you, in finding purchaser prospects. His office and staff work full time on the brokerage business. As such it is natural that buyers would want to seek properties here, resulting in a maximum of prospects for you.

Brokers' efforts, day by day, week in and week out, throughout the years, include advertising for, correspondence with, and meetings with prospects to buy. This results in more sales opportunities for you.

In handling appointments for you. After determining the more likely prospects, your broker can set mutually agreeable appointment dates.

Inspecting property. The broker, as a third party serving the interests of both buyer and seller, can show a property completely, making sure that all potential is viewed.

Handling negotiations. The owner of a property is inclined to be sensitive about that property. The broker, having the interests of both parties, can seek to avoid argument and work toward mutually agreeable purchase terms.

Handling offers. Frequently the Seller dares not make a concession for fear of starting a chain reaction and yet he may be willing to make certain concessions in return for a firm and binding offer—this can be done through a broker.

Handling a sale. All time, money and effort you have spent will be in vain unless you have obtained a firm commitment on the part of the Buyer to buy. Purchase agreements arranged through the broker accomplish this for you.

You are employing a helper experienced in this specialized field when you deal with a broker—just as you do for your department heads, attorneys, accountants and all other jobs of importance.

Confidential handling of your interests is best assured when dealing with a responsible broker. This can alleviate upsetting employee morale and the depreciation of your station's value by uninterested parties.

Personal recommendation. You may hesitate to reveal fully your position and reputation in business dealings, feeling it appears to be bragging. The third party can report this fully to the Buyer. This is important in overcoming the stage fright normally expected when entering negotiations.

to buy or sell a station in the South, call

PAUL H. CHAPMAN

84 PEACHTREE STREET

ATLANTA, GEORGIA

"You Get Me, Dah-ling!"

A ravishing dame, even on TV, doesn't get a second look—if you can't see her because she's got *shadows* under her eyes... Our darling is 1480 feet above sea level, and the important thing is that she's in direct line of sight of 1,382,000 families, who get *shadow-free* reception in the Bay Area's greatest concentration of population... they can see Miss KRON-TV clear as a silver belle!... She comes in *natural*, just like September Morn!... Give your sales message *shadow-free* reception, for maximum sales impact, with KRON-TV.

FIREMAN FRANK
is doing a great job on Saturday—
Ask Free & Peters
for details

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 4 in the series, "What Every Time Buyer Should Know About KRON-TV"

ELECTRONICS INDUSTRY GAINS SEEN AT RETMA CONVENTION

'Foward movement' in production of color tv sets with sustained black-and-white set output foretold at annual meet. Organization sees whole industry as being in good shape.

A CONTINUING good record in production of monochrome tv receivers and the promise of a "forward movement" in the turnout and sale of color units are held for 1955 by the nation's electronics manufacturers, comcomitant with the "revitalization" of the country's electronics industry.

These were the highlights last week of the 31st annual convention of the Radio-Electronics-Television Mfrs. Assn. in Chicago's Palmer House, where several hundred top executives gathered to learn:

• H. Leslie Hoffman, president of Hoffman Electronics Corp., was elected board chairman and president of RETMA succeeding Max F. Balcom, Sylvania Electric Products Co., as

H. LESLIE HOFFMAN

board chairman, and replacing Glen McDaniel, New York attorney and RETMA general counsel, as president.

• The current rate of military procurement output is about $2.25 billion and that many old-line manufacturers are disturbed by changes in procurement policies which they feel favor new suppliers.

• Radio sales, continuously good, show all signs of improving and production is "well ahead" of last year. Meanwhile, in the words of Mr. McDaniel, the industry is "pleased" with the continuing good market in black-and-white tv units.

• RETMA will continue its fight before Congress for suspension of the color tv set tax, a tax reduction on monochrome sets down to 5% and certain excise tax "reforms."

• Robert S. Alexander, Wells-Gardner Co., has predicted an all-time high for production and sale of television receivers for the fiscal year ended this June 30—some 8.3 million sets, with 7.9 million probably to be diverted to public use. He foresees radio sales at about 12.9 million units, with perhaps 7.4 million devoted to home, clock, portable and auto uses.

• RETMA's board of directors streamlined the organization's structure to authorize the creation of a military products div., to revise the dues setup, to abolish the former radio-tv and electronics industry committees, reducing membership from 62 to 41, to eliminate all honorary and directors-at-large, and to give greater autonomy to set, tube, parts, technical and military products divisions.

Mr. Hoffman, head of a corporation valued at $8.7 million net and $50 million saleswise, was unanimously elected president of the trade association for an $8 billion-dollar industry. He is chairman of KOVR (TV) Stockton, Calif., Hoffman Labs Inc., and president of the Lesco Corp.

Record 'Excellent'

In his annual report, Mr. McDaniel stated that "despite some conservative predictions regarding 1955 at the close of 1954, the industry's record to date in both the home entertainment and military-commercial electronics fields has been excellent." He feels that military procurement will hold its head high and expressed hope the Dept. of Defense would carry out procurement policies learned during the Korean war with the interests of pinpointing the vital role of electronics as an industry.

On color tv he said, "Only color television has failed to reach the conservative forecasts of set production and sales although a number of manufacturers believes the fall will see a definite forward movement. Everyone agrees that color tv will bring another industry boom that will overshadow the early days of black-and-white television, but there are a variety of opinions as to the timetable and conditions of this boom. Meanwhile, the industry is pleased with the continuing good market for monochrome sets."

Mr. Alexander, chairman of RETMA's set div., voiced his radio-tv production-sales estimates in the wake of growing competition and low prices, He feels the second set and replacement market, often spoken of in recent months, has been "greatly accelerated," with averages running to one out of every five or seven on sales for this market. Since last July, he estimated, radio set production has hit 11.6 million compared with 11 million during a similar period in 1953-54. Auto radios have taken up a good deal of this slack, he contended, with production at some 5.5 million in that period.

In dollar value, this is the way it shapes up productionwise: (1) tv sets, $1 billion, (2)

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

Advertisement

HUGH WANKE

WCAO's Hugh Wanke for years has been selling Baltimoreans with his popular "Musical Clock" 5:30-9:00 a.m. show. He can *move* anything from autos to zircons. For availabilities just call any Raymer office, or contact Bob Richmond, com. mgr., **WCAO . . . CBS for Baltimore.** 5 kw on 600 kc.

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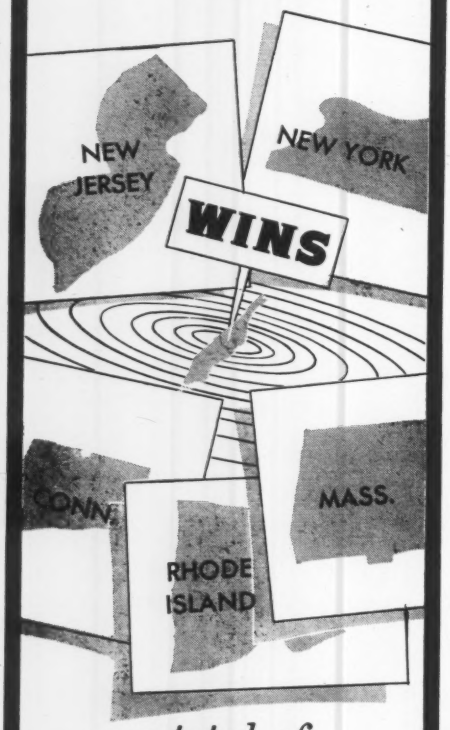
Metropolitan area...
...but...



a total of
4,598,850
Radio homes day and night!

use one of America's **2**
GREAT *independents*

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1010

50,000 watts... 24 hours a day

WEST COAST OFFICE:
Adam J. Young, Jr.
593 Market Street
Los Angeles, Calif.
Yukon 6-6769

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

radios, $255 million. All told, RETMA members will account for $1.3 billion in 1954-55, the same as last year, he reported.

The RETMA board elected:

• Leslie F. Muter, the Muter Co., treasurer and chairman, Finance Committee; Dr. W. R. G. Baker, vice president and general manager, General Electric Co., director of its Engineering Dept.; Joseph H. Gillies, manufacturing vice president, Philco Corp., director of Government Relations Dept., and James D. Secrest executive vice president and secretary. Mr. Secrest has been executive vice president.

• H. C. Bonfig, president of CBS-Columbia, chairman, and L. C. Truesdell, vice president-sales director, Zenith Radio Corp., director of its Set Div., thus throwing together former and present Zenith executives in the same group. R. T. Orth, Westinghouse Electric Corp., chairman of the Tube Div., Herbert W. Clough, Belden Mfg. Co., chairman of the Parts Div., and James D. McLean, Philco Corp., chairman of the Technical Products Div.

Mr. Muter, a components manufacturer, one of RETMA's two four-term presidents—was honored at the association banquet Thursday evening for his contributions to industry with a "medal of honor" presented by outgoing Board Chairman Balcom. Mr. Muter, RETMA treasurer, was credited with a "strong and constructive influence" on all segments of the industry.

In other developments among the 40 group meetings, RETMA delegates were told by H. J, Shulman, CBS-Columbia and RETMA Service Committee head:

• The annual cost of servicing the nation's radio-tv set owners the past fiscal year hit $1.5 billion. The past 12 months mark the first time gross income from services has equaled or exceeded income from retail sales.

• About the role of associate contractors as prime contractors to the U. S. Air Force in the production of air weapon systems—from Lt. Gen. C. S. Irvine, USAF deputy chief of staff for materiel. The subject has been tossed around the electronics manufacturing industry for months and is a sore spot for many firms.

• The business failures of equipment and component manufacturers have declined "considerably" in the 12 months ending last April from a similar period in 1953-54, along with total liabilities (now $14 million-plus compared to $24 million-plus the previous year). Twenty-six manufacturers (mostly component makers) went by the boards the past year compared to 33 the previous period—this from RETMA's Credit Committee.

Radio-Tv Week Drive Keyed To All-Industry Promotion

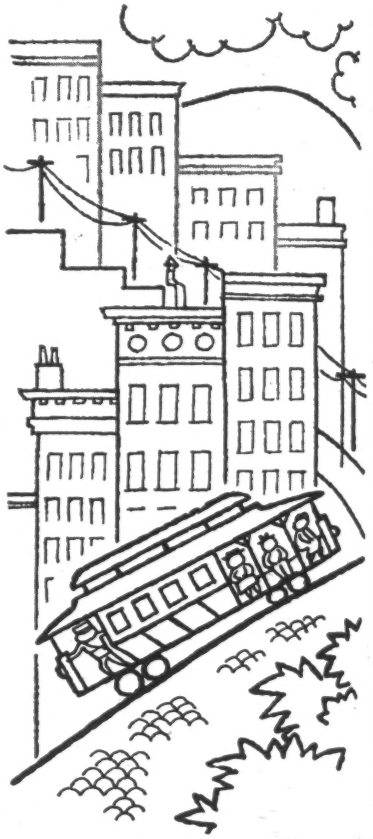
BROADCASTERS will join hands with dealers, distributors, manufacturers and several trade associations, as well as newspapers, in a comprehensive drive to spell out the significance of National Radio & Television Week Sept. 18.

Preparatory plans were laid out last week by the public relations and advertising committee of the Radio-Electronics-Television Mfrs. Assn. during its 31st annual convention in Chicago.

The campaign, which has sagged in previous years for lack of depth and dealer participation, will take on the pattern of an all-industry promotion this September, designed to boost radio-phonograph listening, televiewing and set sales in general. It will be timed, quite propitiously, with the introduction of the 1956 line of models in the showrooms of the nation's dealers.

This year's theme is "National Radio & Television Week—Dedicated to Better Home Entertainment," under the auspices of RETMA, NARTB, National Electrical Distributors Assn.

to cover the
SAN FRANCISCO
Bay area...



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GREAT *independents!*

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The Personality Station
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BRyant 9-6013-14

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George Clark
316 N. Michigan Ave.
RAndolph 6-0712

and National Assn. of Radio-Tv Dealers. Some impetus will be gained from layouts in *Life* and *Saturday Evening Post* magazines [B•T, June 6]. Supplements will be made available to newspapers during Radio-Tv Week, all championing the major development, history and other factors of the industry.

Plans were approved last week by a committee under the chairmanship of Ellis Redden, Magnavox Co. A subcommittee on the week is headed by Julius Haber of RCA.

RADIO ADV. BUREAU INCREASES BUDGET

Election of Hayes and Murphy to board also announced at New York meeting. Sweeney outlines plans for increased promotion and sales activity.

AN INCREASE in the Radio Advertising Bureau's budget to an annual rate of $732,000 was approved last week by the RAB board of directors at its semi-annual meeting in New York.

The board also announced election of two new board members—Arthur Hull Hayes, who succeeded Adrian Murphy as president of CBS Radio, to succeed Mr. Murphy on the RAB board and executive committee, and Jack Harris of KPRC Houston to fill a long-pending board vacancy.

In other actions at the Wednesday session RAB President Kevin B. Sweeney outlined plans for intensifying the Bureau's national level promotion and selling activities, including an expansion of the national sales staff from four to six men, effective Sept. 1 when RAB moves into its new quarters. With the additional manpower, the national sales department will be able to make approximately 400 sales presentations a month, Mr. Sweeney said.

New RAB quarters will be at 460 Park Ave., New York. They are now at 270 Park Ave.

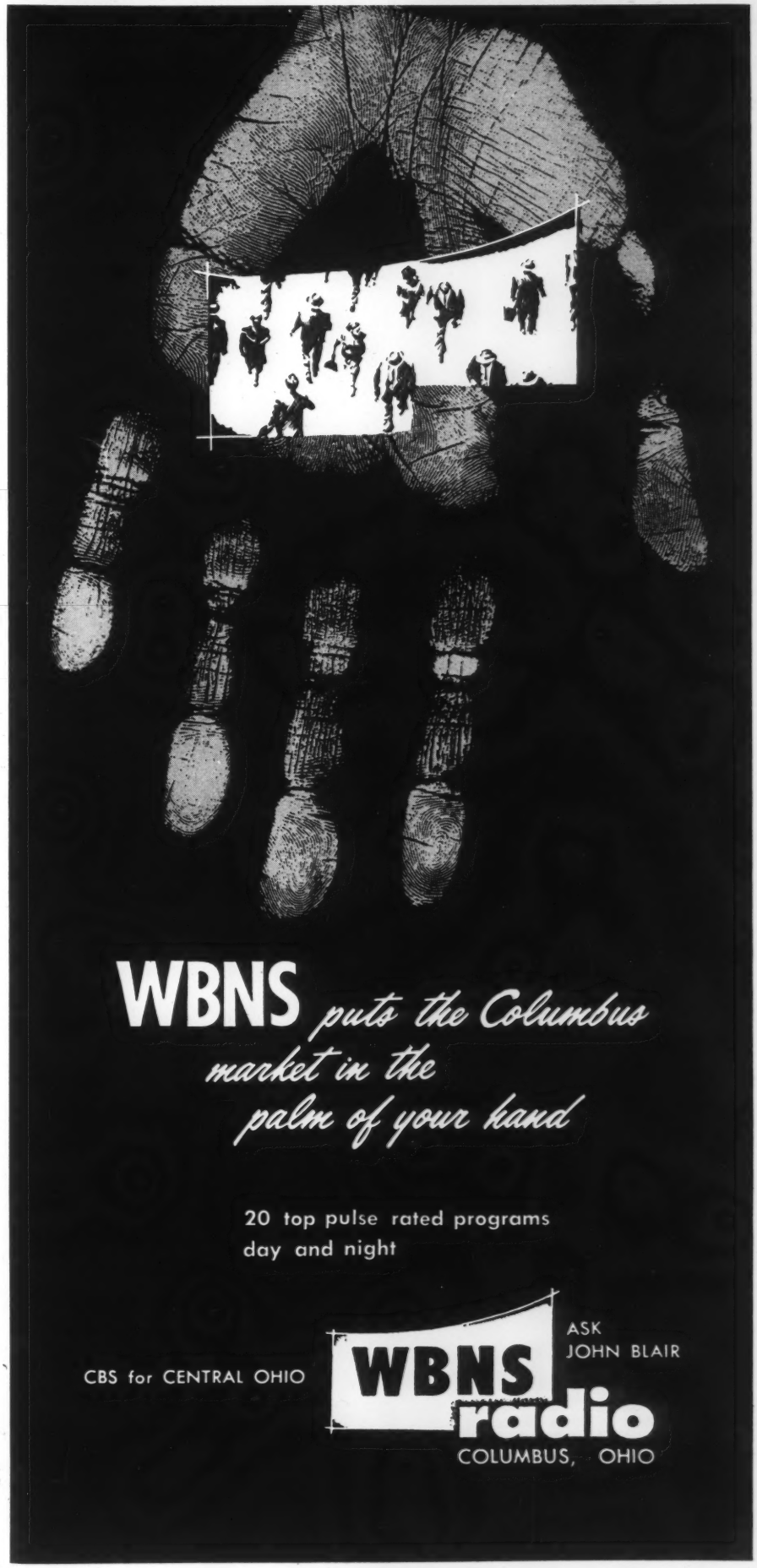
Also reviewed were plans for 12 "small" research projects and two "large" ones, all to be completed in the last six months of the year, according to Mr. Sweeney. Between July 1 and Dec. 31, RAB will have conducted a second series of sales clinics in 33 cities while presentations will have been made to major local advertisers in 28 additional cities, it was explained.

Membership aim of the station relations department of 100 new members by Dec. 31 was approved by the board. These additional members would boost the station contribution to RAB to more than $700,000 annually and boost total income above $800,000 by Jan. 1, 1956, the board was told.

Joseph E. Baudino, Westinghouse Broadcasting Co., RAB board chairman, presided, and Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the executive committee, presided over a meeting of that group held immediately before the board deliberation.

Advertising Exposition Set

RADIO-TV production equipment and services will be exhibited, and all phases of production, promotion and merchandising will be covered during the National Advertising Industries Exposition at the Morrison Hotel in Chicago June 26-29. Tickets will be distributed to broadcasting stations, advertising agencies, film studios and other allied groups for the show, according to L. W. Baker, managing director of the exposition.


WBNS puts the Columbus market in the palm of your hand
20 top pulse rated programs day and night
CBS for CENTRAL OHIO
WBNS radio
ASK JOHN BLAIR
COLUMBUS, OHIO

MULTITUDE OF INDUSTRY PROBLEMS FACES NARTB BOARD IN HOT SPRINGS

Annual meeting of radio and tv division chiefs will tangle with military encroachment, subscription tv, community antenna systems —plus governmental investigations and score of other issues.

WITH two powerful forces—military and commercial—casting covetous eyes at the tv band, NARTB's board of directors will meet Thursday-Saturday to hear staff reports on the state of the spectrum and what's being done about the industry's vexing problems.

The board will gather in a mountain hideaway—The Homestead, Hot Springs, Va. There it will hear a review of actions taken since its January meeting on the demands of the military for vhf spectrum space. This critical topic will compete with subscription tv as the association's Tv Board meets Thursday morning.

Friday will be Radio Board day, and both boards will hold a joint session Saturday at which the separate actions of the first two days will be considered.

While the board worries about military and subscription tv, another sleeper may burst into the agenda in a big way—the thumb-nosing attitude of community tv interests who are threatening broadcast industry's basic property rights (see story page 80).

If this doesn't keep the directors behind locked doors from dawn to dinner, there's still the Capitol Hill situation. A sweeping industry-FCC investigation is imminent and there are plenty of bills that would control everything from makeup to music.

The spectrum problem led in January to a resolution offered by Ward Quaal, WLWT (TV) Cincinnati, calling on President Harold E. Fellows "to take appropriate steps to assure that no government agency will take any action relating to the allocation and use of the communications spectrum which will militate against the public interest."

In January, the board stood in favor of a full FCC hearing on fee-tv. At a special Tv Board meeting in April a resolution was adopted which did not oppose fee-tv other than to demand that existing tv broadcasters be protected against interruption or interference with the present tv broadcast pattern [B•T, May 2].

President Fellows and Tv Vice President Thad Brown will report on subscription tv, including a summary of NARTB's FCC filing, a review of other filings and discussion of Commission procedure.

Another FCC controversy centers around proposals to confine tv transmitters within a five-mile area outside city boundaries. NARTB's Tv Board opposed this in April. Other FCC television issues include private inter-city relay stations and low-power booster-satellite operations.

FCC To Review Remotes

The Radio Board will review steps taken to bring revision of FCC's remote control privileges to include stations over 10 kw and those with directional patterns.

FCC is involved, too, in the matter of AT&T fees for transmission of tv programs. A special committee has been working on this problem. Thus far AT&T hasn't gone ahead with any proposals to charge more for its network relay services around the nation.

Facing the Thursday meeting of the Tv Board are such issues as operation of the Tv Code (see British tv code story page 29); the long-pending tv circulation project still in the field-testing stage; efforts of the Tv Information Committee to bring about public understanding of the true role of tv in American life; the move to obtain coverage rights to public events for radio-tv; the Tv Film Committee's job of developing uniform tv film contract buying practices, and the plan for eight autumn regional conferences in place of the annual series of 17 district meetings. Campbell Arnoux, WTAR-TV Norfolk, Va., will report on behalf of a committee handling the conferences.

The Radio Board will discuss the regional meetings, too. These meetings start Sept. 19 in Chicago. Three-day programs are planned —Radio Day, All-Industry Day and Tv Day. C. E. Arney Jr., NARTB secretary-treasurer, will tour the regional meeting circuit this summer to inspect hotel facilities and complete plans for these junior industry conventions.

Robert D. Swezey, WDSU-TV New Orleans, will report on the tv circulation study as chairman of a special committee. This complex project required development of automatic devices to register the daily diaries of tv receivers. About 120 of the devices are being used in the field to check on reliability of a new interview technique designed to give a nationwide picture of tv station circulation. When field testing results receive board approval, the next step will be to find a way of putting the giant under-

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

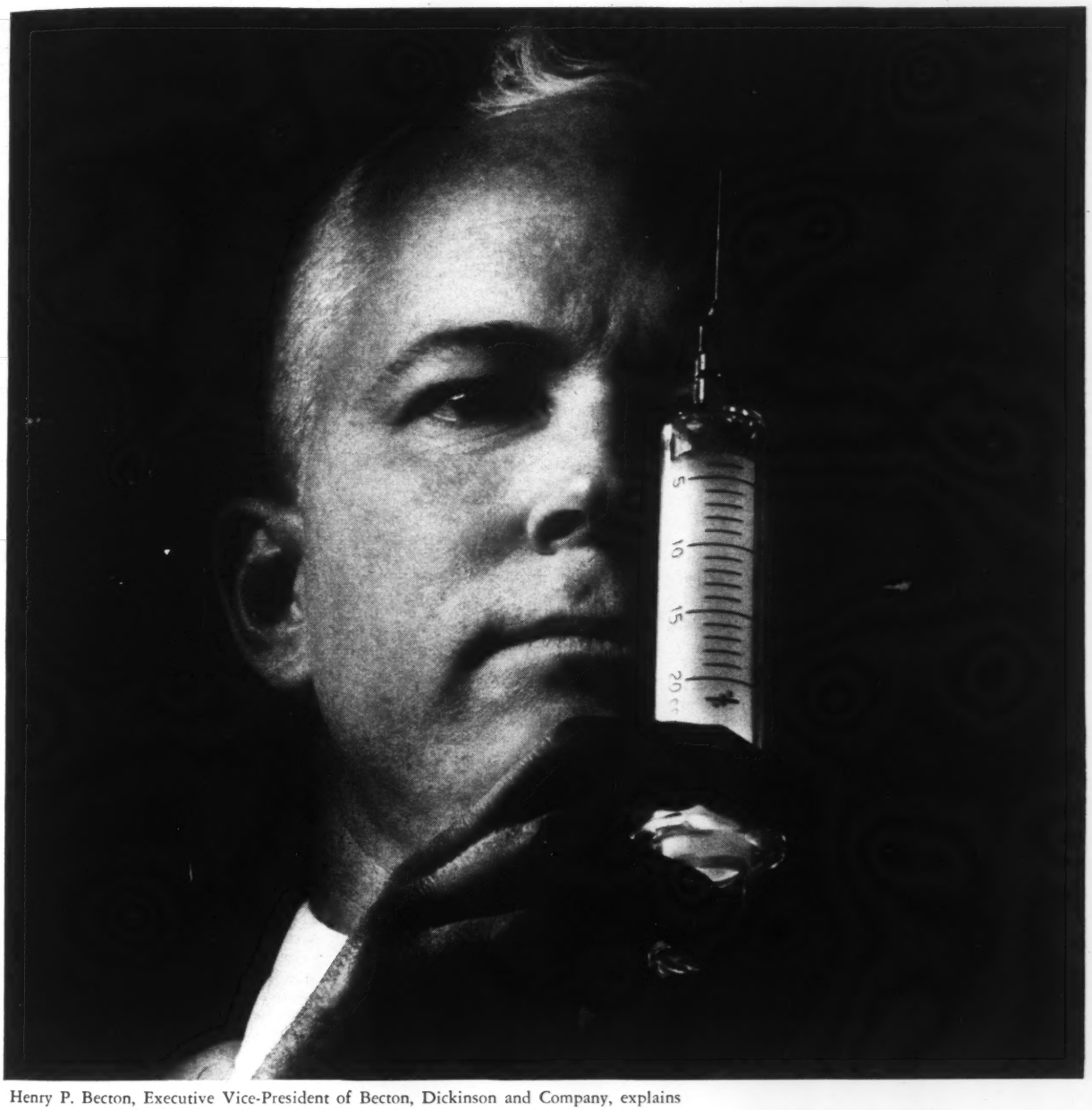
WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM



Henry P. Becton, Executive Vice-President of Becton, Dickinson and Company, explains

"Why a doctor must never be rushed!"

"A famous surgeon used to say to his young student doctors, 'A man with a severed carotid artery will bleed to death in three minutes. You can sew it up in two-and-a-half minutes — *if you're not in a hurry.*'

"Everyone who serves the medical profession must know how to be quick and sure. That's why Air Express is important to us at B-D. Our customers *must* be sure they can depend on us.

"A vaccination program, or a flood, fire or explosion can mean immediate need for hypodermic syringes and needles, elastic bandages, blood donor equipment. Air Express is the sure way to get it there.

"Air Express can save you money, too. A 20-lb. shipment from Rutherford, N. J., to Des Moines, Ia., for instance, is $8.12. That's the lowest-priced complete service by $1.48!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

taking into regular operation with private financing.

Another survey project will come before the Tv Board—the plan to analyze tv audience reaction as part of the Tv Code Board's work. This will help the Code Board's supervision of industry self-regulation of programs and advertising.

It's understood the basis of an audience-reaction technique has been developed for Tv Board consideration. G. Richard Shafto, WIS-TV Columbia, S. C., will report as chairman of the Tv Code Board.

The other industry code—Radio Standards of Practice—will come before the Radio Board. At the NARTB convention in May, E. R. Vadeboncoeur (WSYR Syracuse), said the radio code is "the cleanest and most conscientious of any advertising medium but the public hasn't heard about it." He advocated steps to sell the document to the public. A punitive clause has been suggested, similar to that in the Tv Code.

Other radio topics include fm activities and copyright. A technical matter centers around band width and spurious emissions, which also involves operation of tv transmitters and receivers.

John F. Meagher, radio vice president, will report on the association's radio operations.

The joint board will discuss membership, and with pleasure. Since the convention the total membership has passed the 2,000 mark—the exact figure at close of business Thursday was 2,009. This total included 1,260 am stations, all am networks, 276 tv stations, all tv networks, 337 fm stations and the associate members. The membership drive has been directed by Richard M. Brown, KPOJ Portland, Ore., and William K. Treynor, station relations manager.

Single Usable Package

A report will be heard on a proposal to develop a single, collated source of material showing radio's circulation and its strength as an advertising medium. This topic came up at the January meeting, spurred by Mr. Swezey who felt the immense fund of radio research and sales-effectiveness material should be worked into a single usable package.

Proposed constitution and by-laws will be discussed for the new Assn. for Professional Broadcasting Education, formed during the NARTB convention.

Gilmore Nunn, WLAP Lexington, Ky., will tell the board about the Fourth General Assembly of the Inter-American Assn. of Broadcasters which met in Peru during April. Mr. Nunn is NARTB delegate to the IAAB.

William D. Pabst, KFRC San Francisco, will report as chairman of the Finance Committee.

Presiding at the meeting will be Henry B. Clay, KWKH Shreveport, La., Radio Board chairman; Clair R. McCollough, Steinman Stations, Tv Board, and Mr. Fellows as chairman of the joint boards.

Members of the Tv Board are, besides Messrs. McCollough, Arnoux, Swezey and Quaal, Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co.

Television network representatives are: Ernest Lee Jahncke, ABC; Merle S. Jones, CBS; Ted Bergmann, DuMont Tv Network; Frank M. Russell, NBC.

Radio Board members, in addition to Mr. Clay, are: E. K. Hartenbower, KCMO Kansas City, vice-chairman; Herbert L. Krueger, WTAG Worcester, Mass.; Mr. Vadeboncoeur; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami, Fla.; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO La-Salle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Cy Casper, WBBZ Ponca City, Okla.; Alex Keese, WFAA Dallas; Walter E. Wagstaff, KIDO Boise, Idaho; Mr. Pabst; Calvin J. Smith, KFAC Los Angeles, and Mr. Brown.

Radio directors-at-large are: John M. Outler, WSB Atlanta, and John F. Patt, WJR Detroit, representing large stations; Cecil B. Hoskins, WWNC Asheville, N. C., and J. Frank Jarman, WDNC Durham, N. C., medium stations; F. Ernest Lackey, WHOP Hopkinsville, Ky., and Lester L. Gould, WJNC Jacksonville, N. C., small stations; Edward A. Wheeler, WEAW-FM Evanston, Ill., and H Quenton Cox, KQFM Portland, Ore., fm stations.

Network representatives on the Radio Board are: Charles T. Ayres, ABC; Arthur Hull Hayes, CBS; Charles R. Denny, NBC, and Earl M. Johnson, MBS.

Besides Mr. Fellows, NARTB staff executives who will be at the board meeting are Messrs. Meagher, Brown, and Arney; Vincent T. Wasilewski, chief attorney; Edward H. Bronson, director of tv code affairs; Richard M. Allerton, research manager, and Joseph M. Sitrick, manager of publicity and informational services.

Iowa Broadcasters Elect W. J. Teech as President

WALTER J. TEECH, KOEL Oelwein, was elected president of Iowa Broadcasters Assn. at the June 13-14 meeting held at Lake Okoboji. Anthony J. Koelker, KMA Shenandoah, was elected vice president, and Arthur A. Skinner, KASI Ames, secretary-treasurer.

Ernie Sanders, WOC Davenport, retiring president, conducted the meeting. A business session the opening morning was topped with a review of radio progress by John F. Meagher, NARTB radio vice president. Lee Larson, of Northwestern Bell Telephone Co., discussed system operations. Fred Palmer, of the Fred Palmer Co., Columbus, reviewed sales techniques.

Broadcasters Set Campaign To Sell Civil Defense Hints

CIVIL DEFENSE will be sold to Southern California radio listeners by a full-scale advertising campaign prepared by the Southern California Broadcasters Assn., utilizing spot announcements, singing jingles and special programs over a 12-week period starting July 1.

Over 400 radio-tv representatives, federal, state and local military, civil defense, police and government officials attending a CD meeting at CBS Columbia Sq., Hollywood, heard SCBA Managing Director Frank Crane describe the three-point program prepared by the broadcasting industry to educate the public about CD during the summer months.

First, a series of recorded jingles will impress upon listeners various items of information—including first aid hints, radiation dangers, health problems, etc.—to enable them to better survive in case of enemy attack, Mr. Crane stated. Also, SCBA will launch a campaign to familiarize the public with the Conelrad positions (640 and 1240) on the radio dial.

Second, the need for coordinated information was cited by the SCBA executive, who proposed that procedures be developed to assure that Conelrad will function properly and without delay in case of an alert.

Lastly, he called for a coordinated programming plan among all local am stations, to inform and reassure the public after an all-clear is sounded, with all information clearing through and supplied by a regional control center.

Standard Form Approved By Representatives Assn.

A STANDARD FORM for submitting station time availabilities to advertising agencies was approved by Station Representatives Assn. at its quarterly meeting last Wednesday.

SRA Managing Director Larry Webb said the new form was devised by SRA after extensive discussions with agency authorities—who have long wanted a standard availabilities form to expedite their work—and that it will be used by all SRA members.

He pointed out that the form is "basic" and that representation firms may add other information regarding the individual stations they represent. He also noted that some time may pass before the changeover is completed, since most representatives have substantial supplies of their present forms on hand.

The new SRA form is a one-page sheet divided into three parts. Upper part calls for listing of agency, advertiser, and product; market, station call letters, frequency (or channel number) and power, network, and date. Then there is room for listing availabilities in this order: day, preceding program, time and length, and following program. Lower part provides for "remarks," address of the office of origin, and name of salesman.

SRA suggests green forms be used for submitting television availabilities; yellow for radio. Mr. Webb pointed out that other colors may be used, and that the representation firms will retain individuality by use of their own respective headings and their selection of type.

Florida Broadcasters Meet In Miami Beach Thursday

ANNUAL three-day meeting of the Florida Assn. of Broadcasters opens Thursday at the Empress Hotel, Miami Beach, with President John B. Browning, WSPB Sarasota, presiding. John J. Karol, CBS Radio vice president, will speak on the topic, "It's Time to Reappraise Radio." He will show the CBS Radio film, "Tune in Tomorrow."

Art Scofield, advertising-sales promotion director of Storer Broadcasting Co., will discuss promotion, and Phillip W. Moore, president of First Research Corp., Miami, will speak on "Florida Markets Tomorrow." Bill Fink, Ampex Co., will demonstrate mechanized broadcasting. Oliver Gramling, Associated Press, will have the subject, "Doldrums to Dollars." Carl Bishopric, of Bishopric-Green & Associates, Florida agency, will tell how agencies buy media, and Jack Weldon, Associated Press, will explain how to sell news.

Calif. Women Elect Officers

JEANNE GRAY, actress-producer, has been elected to her third successive term as president of the Radio-Tv Women of Southern California. Other officers: Dorothy Winter, tv producer, BBDO, Hollywood, first vice president; Claire Hughes, assistant general manager, KWKW Pasadena, second vice president; Betty Hartlane, director of guest relations, ABC Hollywood, corresponding secretary; Margee Phillips, assistant news director, KBIG Avalon, recording secretary, and Mitzi Mee, chief accountant, KLAC Hollywood, treasurer.

Broadcast News Has Edge On Competition—Fellows

BROADCAST NEWS has a distinct edge on competing media bcause "it has a conscience that is in tune with its own home town," NARTB President Harold E. Fellows said Tuesday in an address to the Milwaukee Assn. of Commerce and the city's broadcasters.

Other broadcast advantages, he said, include its swift delivery of news, fair comment and its ability to entertain as well as educate.

Claiming advertising is responsible for much of the prosperity businessmen have enjoyed, Mr. Fellows said: "This powerful force is sometimes maligned because of the indiscretions or the downright dishonesty of a few who advertise. This is not surprising in a society as complex as ours. . . . The truth is, and it's evident in the performance of all media, that advertising has made tremendous advances in the last three decades.

"The quality of it is better, the selling impact of it is higher, and the integrity of it is far less in question. This you may attribute not alone to the insistence of the advertiser and the efficiency of the media, but also—and perhaps most importantly—to the growth of fine advertising agencies."

Agency employes include "some of the most creative people in the nation," Mr. Fellows said, adding broadcasters share many of their important contributions with them.

New Jersey AP Radio Assn. Elects Marano President

AT A MEETING of the New Jersey Associated Press Radio Assn. held June 7 in Camden, Tony Marano, news director of WCTC New Brunswick, was elected president to succeed Merrill Morris of WMTR Morristown.

Mr. Marano, formerly vice president of the association, is succeeded in that post by Arnold Snyder of WTTM Trenton.

William L. Ryan, AP foreign news analyst, addressed the association.

TRADE ASSOCIATION PEOPLE

Margaret Mary Kearney, educational director, WCAU-AM-FM-TV Philadelphia, elected president, Phila. chapter, American Women in Radio & Television: other officers elected: **Alma Desborough,** first vice president; **Jane King,** WPTZ (TV), second vice president; **Wendy Phillips,** WIP, third vice president; **Mary Dorr,** WFIL, recording secretary; **Dorothy Davis,** corresponding secretary; **Anne Horton,** WCAU-TV, treasurer.

Paul H. Provandie, Hoag & Provandie, Boston, elected president, Radio-Tv-Adv.-Executives Club of New England. Other officers elected: **Arthur E. Haley,** general manager, WORL Boston, first vice president; **Gerald Harrison,** president, WMAS Springfield and WLLH Lowell, Mass., second vice president; **Bruce G. Pattyson,** New England manager, John Blair & Co. (station representatives), N. Y., treasurer; **Charles F. Hutchinson,** executive vice president, Chambers & Wiswell Inc., Boston, secretary.

Nelson Carter, vice president, Foote, Cone & Belding, L. A., elected president, Los Angeles Adv. Club, with **Paul Beach,** advertising manager, Union Pacific Railroad, first vice president; **J. A. Crooks,** advertising manager, Certified Grocers of America, second vice president; **John L. Clarke,** *Westways* magazine, treasurer; **Margot Mallary,** advertising manager, Cole of Calif., secretary, and **Arthur M. Arlett,** account executive, West-Marquis Inc., **Harold R. Beem,** Strecher-Traung Lithographing Co., and **George Stromme,** of The Stromme Co., directors.

the first 22 years were the greatest

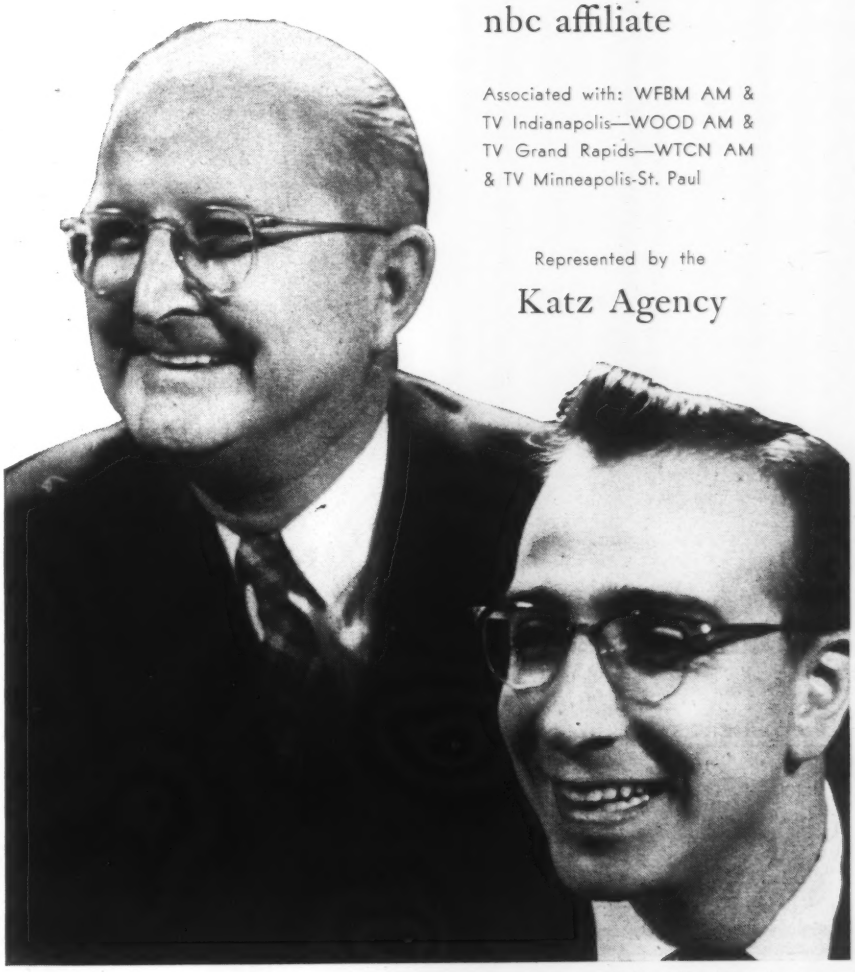
Twenty-two years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

flint, michigan **wfdf**

nbc affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented by the Katz Agency



NBC, WESTINGHOUSE SEEK APPROVAL OF CLEVELAND-PHILADELPHIA SWAP

Unprecedented transaction whereby network would trade its WNBK (TV)-WTAM-AM-FM for WPTZ (TV)-KYW, plus kicking in $3 million on the tv trade, goes to the FCC. Westinghouse is making deal because 'Cleveland with NBC affiliation is better than Philadelphia without it.' NBC wants to make more money.

IN AN AVOWED effort to strengthen its vhf station ownership and thereby its income—declared necessary for continued improvements in network service and "pioneering" in color tv and uhf—NBC last week joined with Westinghouse Broadcasting Co. to file applications at FCC for consent to a swap of their respective Cleveland and Philadelphia radio-tv properties [B•T, May 23].

NBC proposes to exchange WTAM-AM-FM Cleveland even-Stephen for Westinghouse's KYW Philadelphia but will add $3 million to its package of WNBK (TV) Cleveland in exchange for Westinghouse's WPTZ (TV) Philadelphia. The swap was initiated by the network, FCC was told.

Westinghouse acquired WPTZ just two years ago from Philco Corp. for $8.5 million, of which sum $5 million "was allocated as the value of the affiliation contract with NBC." On the basis of WPTZ revenues from NBC programs in 1953 and 1954, Westinghouse informed FCC it felt the original value placed on the NBC affiliation has been "justified."

Westinghouse concluded that since NBC had been offered the purchase of another Philadelphia station, it believed "the ownership and operation of stations in Cleveland, with NBC affiliation, was of greater benefit to Westinghouse and the public than the ownership and operation of stations in Philadelphia without network affiliation. The business decision was, of course, dictated in part by the $8.5 million price which Westinghouse had paid for WPTZ in 1953 and its desire to protect that investment against substantial shrinkage."

It was reported earlier that the Philadelphia tv station in 1954 had a gross business of approximately $5.5 million while KYW's gross income was about $1 million. The Cleveland stations had 1954 grosses of some $4.3 million for tv and $900,000 for radio.

Neither entity at this time proposes any substantial changes in staff or programming, FCC was told, although key executives of the respective organizations are expected to change to the new operations in each case.

The Westinghouse applications said Rolland V. Tooke, general manager of WPTZ, would be transferred to WNBK as manager while Alexander W. Dannenbaum Jr., commercial manager of WPTZ, would switch to WNBK as sales manager. Westinghouse said it has not selected its program manager or chief engineer for WNBK.

Westinghouse announced in its application that Frank A. Tooke (no relation), KYW manager, is to assume that post at WTAM-AM-FM. Others to transfer from KYW and their proposed WTAM posts include G. W. Davis, program manager; R. H. Teter, sales manager, and W. L. Nuss, chief engineer.

NBC told FCC it would switch key personnel from its present Cleveland stations to Philadelphia, but did not specify whom.

Lloyd E. Yoder is manager of NBC's Cleveland outlets.

The swap agreement, which assured continuance of NBC's affiliations with WTAM-AM-FM and WNBK when Westinghouse assumed ownership, provided that the basic network hour rate for WNBK would be $2,000 and for WTAM $468. NBC presently lists WNBK at $1,300 while Westinghouse is getting $2,500

. . . And a Snow Fence

EXHAUSTIVE inventories of station equipment and physical plant accompanied the application filed by NBC and Westinghouse with FCC last week to exchange their Cleveland and Philadelphia radio-tv properties. Listings included every last screwdriver and wastebasket in the house, with NBC's WNBK (TV) Cleveland, for example, citing such items as one set of lathe dogs and one #CL3005NK three-jaw Cushman chuck. And on the list for the network's WTAM-AM-FM Cleveland (at Brecksville transmitter site) were 5,012 evergreen trees, one large poplar tree, 275 English privet, 5 spirea bushes, 24 deutsies, 3 lilacs, 13 snowberry, 330 ft. of asphalt driveway and 250 ft. of snow fence.

OH What a BEAUTIFUL MORNING!

SHARE OF RADIO AUDIENCE:

WHEC 50.9

STATION B	18.7
STATION C	14.9
STATION D	7.6
STATION E	4.2
STATION F	3.1*

*Adjusted to compensate for sign-off at local sunset.

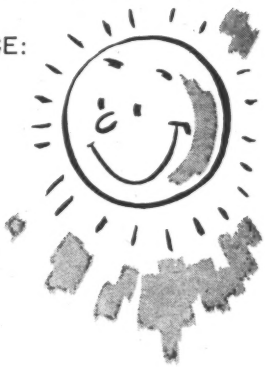
...And what a LOVELY AFTERNOON!

SHARE OF RADIO AUDIENCE:

WHEC 34.4

STATION B	25.4
STATION C	4.2
STATION D	18.0
STATION E	11.3
STATION F	5.4*

*Adjusted to compensate for sign-off at local sunset.



ALL DAY LONG . . .

MONDAYS THRU FRIDAYS—WHEC GETS THE MOST LISTENERS IN ROCHESTER, N. Y.

All figures taken from Hooper Radio Audience Index, November 1954 through February 1955

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester

NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

GOING PLACES *is always easier with Cities Service...*

Helpful directions to travelers on major turnpikes is just one small reason why the green-and-white emblem renews its welcome daily.

CITIES SERVICE
A Growth Company

Number 10 of a series

ORIGINAL UNIT NOW AVAILABLE
DIRECT FROM MANUFACTURER

Compact
Lightweight

TYPE 120-D
FIELD INTENSITY METER

Direct Reading

Type 120-D Field Intensity Meter is a portable instrument for the measurement of a wide range of radio signal intensities in the broadcast band of 540 to 1600 kilocycles. Its range of sensitivity from 10 microvolts per meter to 10 volts per meter, makes it equally effective for interference studies at low signal strengths and for close-in measurements on high-power directional arrays.

Accuracy of measurement is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple and measurements can be made rapidly, for the meter is direct reading on all ranges and requires the use of no charts or multiplication factors. Since tubes are of the filament type, no warm up period is necessary before taking readings.

NEMS · CLARKE
Incorporated

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

FOR COMPLETE DESCRIPTIVE SPEC SHEET
WRITE OR WIRE DEPT. P TODAY

Business Boxscore

BOXSCORE of national and local accounts among the Cleveland and Philadelphia radio-tv properties being exchanged by NBC and Westinghouse (adjacent story) was disclosed in transfer papers filed with FCC last week. Westinghouse's KYW Philadelphia as of May 1 has 43 national and 52 local accounts, plus "blanket" accounts covering all advertising by Ford, General Foods, Johnson & Johnson, Standard Brands and Sterling Drug. Firm's WPTZ (TV) there reported 102 national spot accounts and 69 local contracts. NBC's WTAM Cleveland cited 64 national and 30 local sponsors while its WNBK (TV) there listed 119 national and 43 local accounts.

per hour on WPTZ. Affiliation runs two years after actual swap, or not later than Nov. 1, 1957.

Westinghouse's statement of income, submitted with the transfer bids, showed total broadcast revenue of $10.9 million in 1953 and $13.9 million in 1954. Expenses in 1953 were $8.7 million and in 1954 $10.6 million. Net income after federal taxes totaled $1.15 million in 1953 and rose to $1.61 million in 1954.

NBC's balance sheet, dated April 30, showed total current assets of $50.5 million, plant and equipment $43.2 million (less reserves of $17.5 million), with total assets listed at $77.76 million. Total current liabilities were $31.2 million with capital stock given as $6.5 million and reinvested earnings $39.6 million.

Both WNBK and WPTZ are operating on ch. 3. WNBK claims 1,195,000 tv sets in its coverage area while WPTZ claims 2,088,318. KYW operates as a Class I-B outlet on 1060 kc with 50 kw, directional, while WTAM is a Class I-A clear on 1100 kc with 50 kw.

NBC's String

Aside from its Cleveland outlets, NBC presently owns and operates WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago and KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles. The network has purchased, subject to FCC approval, ch. 17 WBUF-TV Buffalo and ch. 30 WKNB-TV and WKNB-AM New Britain, Conn. The Commission has scheduled a hearing by oral argument on the New Britain acquisition, now set for July 7. The argument earlier had been set for today (Monday) but was postponed upon petition by the Commission's Broadcast Bureau.

Westinghouse stations, besides its Philadelphia holdings, include KDKA-AM-FM-TV Pittsburgh; WBZ-AM-TV Boston; WBZA Springfield, Mass.; KEX-AM-FM Portland, Ore.; WOWO Fort Wayne, Ind., and KPIX (TV) San Francisco. Westinghouse paid $9.75 million to DuMont last December for purchase of WDTV (TV) Pittsburgh (now KDKA-TV) and in July 1954 paid $6 million to Wesley I. Dumm and associates for KPIX.

In its statement to FCC concerning the proposed station exchange, NBC pointed out that "the economic health of a company in the network business has been dependent on profits from some other source. This is the ownership of stations. It is upon these that NBC has relied to carry out the important functions which networks perform and which the public relies on them to perform.

"NBC has a long record of industry pioneering. It is carrying the major burden of developing network color broadcasting. It pioneered

This message is the thirteenth of a series

A report on Boeing's work with guided missiles

Most aspects of guided missiles are matters of the strictest military security. The following facts, however, can be discussed without revealing material of aid to a potential enemy.

It is known, for instance, that weapons of any type vary widely according to the needs of the tasks assigned to them. They range, for example, from carbines to artillery pieces, interceptors to bombers, PT boats to battleships. In the same way, guided missiles vary—and for the same reason.

Some missiles are basically short-range weapons that function as an extension of conventional anti-aircraft artillery. Other relatively short-range missiles fall into the air-to-air category, and function as an extension of more conventional armament of piloted aircraft. There are also in operation today longer range, surface-to-surface missiles of sub-sonic speed that work as a kind of super artillery.

Supersonic defense

On the other hand there is now under development a more complex, longer range *super*sonic missile that will spearhead an entirely new air defense weapons system. It is the Boeing IM-99 Bomarc, one of the major Air Force missile projects.

The IM-99 is a pilotless interceptor, designed to strike high-speed enemy bombers while they are still over areas away from vital targets. While the missile operates at supersonic speed, its flight path is controlled by electronic devices that guide it into position to destroy the target aircraft.

Electronic guidance of missiles traveling beyond the speed of sound is just one of many complex problems involved. Other Boeing research includes rocket and ram jet propulsion, problems of hydraulic actuating mechanisms, and the metallurgical requirements of the thermal barrier. Boeing is putting a larger and larger portion of the company's vast research, design and engineering facilities and manpower behind its Pilotless Aircraft Division. The IM-99 project is in the developmental and test stage, with substantial progress being made. An official Air Force release has stated: "To meet this problem of distant interception, we have under development a long-range pilotless interceptor called the Bomarc. Our tests with this missile are very encouraging."

In addition to the missile itself, Boeing's program includes the planning of bases, logistics, maintenance and communications.

Boeing has more than ten years of experience in the field of guided missiles. One of its earlier experimental projects was the development of the supersonic ground-to-air missile known as GAPA. It attained speeds of more than 1,500 miles per hour. More than one hundred successful firings were made.

Future role of missiles

Guided missiles are being assigned an increasingly important role in America's defense plans. Their versatility, and the scope of the missions they can perform, make them a powerful addition to the nation's arsenal.

Air-to-air missiles greatly increase the striking power of conventional aircraft. Air-to-ground missiles enable modern jet bombers to function as high-speed guided missile launching sites. And ground-to-air pilotless interceptors, like the Bomarc IM-99, add a new dimension to defense systems based on manned interceptors.

Boeing, during its 39-year history, has produced a succession of decisive aerial weapons—among them the historic B-17 and B-29, and today's B-47 and B-52 multi-jet bombers. The same imaginative "years ahead" planning that produced these revolutionary craft is behind the Boeing IM-99 Bomarc program today. So, too, is a growing portion of Boeing's vast reservoir of design, research and production experience.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

Dr. Norman Ch'in

...in petroleum, too, everything but the pig's squeal

"I HAVE READ that in a free country, business is more efficient because it must compete successfully to survive.

"I believe this sincerely. For I lived in China, India and Europe before becoming a United States citizen 17 years ago. No one equals Americans for sheer ingenuity in finding better ways to do things.

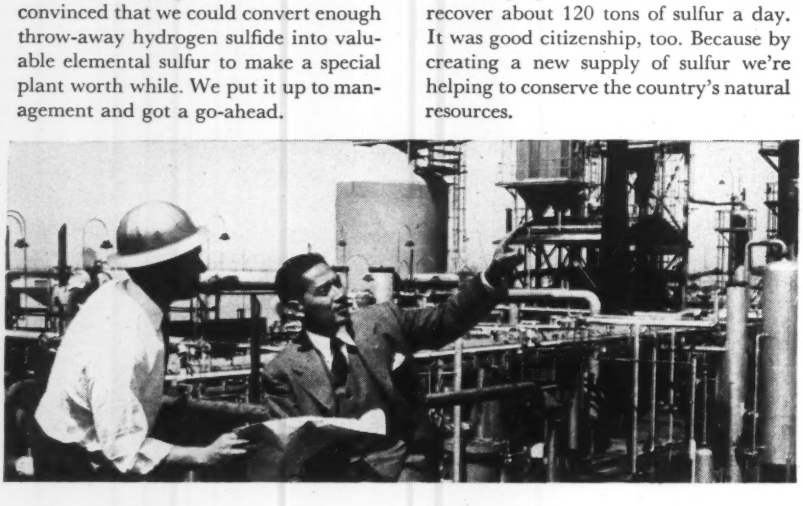
"I am thinking, for instance, of how at Union Oil today we use—as they say in the meat-packing industry—'everything but the pig's squeal.'

"Sulfur is a good example of what I mean. At the start of the Korean War the government put it on top priority.

"Curiously, though, one of the waste products of petroleum refining is a form of sulfur—hydrogen sulfide. We were convinced that we could convert enough throw-away hydrogen sulfide into valuable elemental sulfur to make a special plant worth while. We put it up to management and got a go-ahead.

DR. CH'IN: "NO ONE EQUALS AMERICANS IN FINDING NEW WAYS TO DO THINGS."

"Our project was a success. We now recover about 120 tons of sulfur a day. It was good citizenship, too. Because by creating a new supply of sulfur we're helping to conserve the country's natural resources.



"All this from material once thought the refuse of refining! See what I mean by the ingenuity of us Americans?"

* * * *

Typically modest, Dr. Ch'in does not mention he was process engineer of the original Sulfur Recovery Unit at our Los Angeles Refinery.

This was one of our first steps in diversifying our business through chemical by-products of refining.

But Dr. Ch'in's original point is most pertinent. For it is possible that none of these things would have happened, if we lacked the incentive to find new ways to do a job better than our competitors.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

in uhf and has lately agreed, subject to Commission approval, to develop and operate uhf stations in New Britain and Buffalo.

"Because of these factors, NBC felt it necessary to increase the income available to it from vhf station operations. It was not possible for NBC to acquire additional vhf stations without exceeding five [FCC limit for vhf]. NBC sought instead to exchange currently owned station properties for others with greater earning potential. The exchange of its Cleveland stations for the Westinghouse stations in Philadelphia will satisfy this requirement."

The network explained also that its parent company, RCA, "has a long association with the Philadelphia community. It is one of the largest employers of labor in that area and has only recently deepened its roots in the community with the construction of new facilities at Cherry Hill, N. J. Station ownership will permit even closer identification with the Philadelphia area. In addition, Philadelphia has definite possibilities as an origination point for network programs."

The exchange agreement, signed May 16 by J. V. Hefferman, NBC financial vice president, and Chris Witting, Westinghouse Broadcasting Corp. president, called for a closing date on the first business day of the calendar month following FCC consent. The pact becomes invaild if FCC refuses transfer and either party may withdraw after Dec. 31, 1956.

Nathan Charges Monopoly Within Radio-Tv Industry

A CHARGE that the radio-tv industry is "ridden" with monopoly was made in testimony last week before the Senate Antimonopoly Subcommittee by a Washington, D. C., consulting economist.

Robert R. Nathan, president of Robert R. Nathan Assoc., who also is chairman of the executive committee of Americans for Democratic Action, said Thursday the major networks exercise "a degree of control and influence" in the radio-tv field that "cannot help but be seriously restrictive in this very important field of communications." The subcommittee has been holding hearings on monopoly in American business.

Mr. Nathan said concentration of power should not be allowed to take place with the "hope that there will not be improper use." He said "vhf emphasis" by the FCC "has been most distressing" and urged "positive steps" to bring the "whole uhf band into effective use."

FCC 'Facilitated Monopoly'

"It has been said," he added, "that nearly half the population of the U. S. gets all of its local news and advertising services from single ownership, that is, single control of the newspaper and of television and radio within the community." He charged there has been "favoritism to large advertisers" and that "chain ownership of television and radio has doubtful merit." He said there is little evidence the FCC has acted to assure competition but, rather, "seems to have facilitated monopoly and centralized control."

Subcommittee Chairman Harley M. Kilgore (D-W. Va.) early this year said he would investigate what he termed "monopolistic practices" in communications, but later it was indicated that Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, would turn over instances of monopoly to the Kilgore group in the Commerce Committee's current investigation of networks and uhf-vhf troubles.

Advertisement

From where I sit *by* Joe Marsh

Sad Note From The Bugle

All of us on the *Clarion* were alarmed to learn that our principal rival in the newspaper field—the *Balesville Bugle*—might have to shut down.

Crops were bad in Balesville last year and one of their factories moved out of town. Just temporary hard times, of course—but the Bugle *needs help now if it's to survive.*

So, this paper is going to scrape up a little money to help tide them over, and we hope other local concerns will do the same. We've seldom agreed with them editorially over the years—but we want their competition to keep us on our toes.

From where I sit, this country needs papers with different points of view—just as it needs people *with different ideas and tastes. You may prefer iced tea as a hot-weather cooler . . . I generally choose a cold glass of beer. But if either of us couldn't express his opinion, and act on it, that would be "bad news" for the whole community.*

Joe Marsh

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SENATE UNANIMOUSLY CONFIRMS MACK AS FRIEDA HENNOCK SUCCESSOR ON FCC

Senate committee Thursday had reported out nomination in 20-minute session. Subsequent hearing on Trade Commission nominee Kern proves more tumultuous, elicits Lehman criticism of failures to renominate FTC's Mead and FCC's Hennock.

RICHARD A. MACK becomes the successor to FCC Comr. Frieda B. Hennock July 1 following unanimous confirmation of his nomination Friday noon by the Senate.

The Floridian's nomination was unanimously reported out Thursday afternoon by the Senate Interstate & Foreign Commerce Committee at a closed session that followed a brief morning hearing. Not a single harsh word was offered against the nominee at the hearing.

Mr. Mack's nomination is for the customary seven-year term. The Senate action was by voice vote.

Substantial opposition had to be overcome in President Eisenhower's other nominations to the FCC. They were Chairman George C. McConnaughey and Comrs. John C. Doerfer and Robert E. Lee, all Republicans.

The 20-minute morning hearing saw only polite questions put to the new nominee—a member of the Florida Railroad & Public Utilities Commission—by senators. Mr. Mack received backpats from his fellow Floridians, Sens. George A. Smathers, a member of the committee, and Spessard L. Holland, who told the committee that the nominee also has the blessing of the rest of the Florida congressional delegation.

Committee Chairman Warren G. Magnuson (D-Wash.) said he hoped Mr. Mack would "take a good long look at delays" which he said have marked the operations of the FCC as well as other federal regulatory commissions. Mr. Mack said such delays are known as "regulatory

COMR.-ELECT MACK

lag" and added that he has done his best to fight them in his present state post. Sen. Magnuson, indicating a wish that the new nominee will bring this type of energy into his new job, commented: "I hope you'll be a good pike in a carp pond."

Sen. Smathers said he felt Mr. Mack will prove to be an "excellent member" of the FCC, that he comes "highly qualified" from his service on the Florida utilities commission. Sen. Holland also thought the nominee was well qualified, adding, "I am proud to present him."

Sen. Sam J. Ervin Jr. (D-N. C.) asked Mr. Mack if he comes to the FCC with "an open mind" on the problem of fixing a uniform system of hours for daytime broadcasting. Mr. Mack replied in the affirmative.

The nominee assured Sen. A. S. Mike Monroney (D-Okla.) that he has no utilities interests "incompatible" with his appointment to the FCC. Sen. Andrew F. Schoeppel (R-Kan.) likewise was assured that the nominee adheres to no philosophy holding that federal agencies should overshadow the work of state regulatory commissions or halter "free enterprise." Mr. Mack pointed to his experience on the Florida commission.

FTC Nomination Contested

Hearing on a second nomination—that of William C. Kern, Indiana Democrat, to replace Democrat James M. Mead on the Federal Trade Commission when the latter's term expires Sept. 25—met rougher going. Appearing against the Kern nomination were Sen. Herbert H. Lehman (D-N. Y.), former FTC Comr. Stephen J. Spingarn, George J. Burger, vice president of National Federation of Independent Business, and Jess M. Ritchie, president of Pioneers Inc., Oakland, Calif.

Sen. Lehman, in an interposing statement during his testimony at the Kern hearing, criticized the presidential rejection of Miss Hennock. He said failure to reappoint Mr. Mead to the FTC and Miss Hennock to the FCC represents a "dangerous pattern, seeking to eliminate from these independent commissions and agencies, effective and constructive minority viewpoints." Sen. Lehman earlier in the week had criticized the President's failure to reappoint Miss Hennock (see story this page). Both Miss Hennock and FTC Comr. Mead are New York Democrats.

Since Comr. Mead's term does not expire until September and in view of the controversy surrounding Mr. Kern's nomination, the committee put off a vote on this nomination and left the hearing record open for further comment.

Sen. Lehman Enters Articles Against Hennock Rejection

TWO ARTICLES criticizing President Dwight Eisenhower's failure to reappoint Comr. Frieda B. Hennock to the FCC were inserted in the *Congressional Record* last week by Sen. Herbert H. Lehman (D-N. Y.). Sen. Lehman called this failure by the President "a most unfortunate act on his part," and said Miss Hennock has "fought valiantly for the public interest" and will be "sorely missed—by the public, at least."

The first article, an editorial from the St. Louis *Post-Dispatch*, credited Comr. Hennock with responsibility for the tv channels reserved for educational television and praised her "devotion to the public interest." The *Post-Dispatch*, while not criticizing nominee Richard A. Mack about whom "little seems to be known . . . nationally," was sharply critical of the President's nominations of Chairman George C. McConnaughey ("an attorney for Ohio telephone companies whose interstate business is regulated by FCC"), John C. Doerfer ("a protege of Sen. McCarthy of Wisconsin") and Robert E. Lee ("another McCarthy friend who participated in the unsavory smear campaign which defeated former Sen. Millard Tydings of Maryland").

These nominations and the rejection of Comr. Hennock, the *P-D* said, "make up probably the worst series of appointments which the President has made to any one regulatory agency."

The second article, from *Labor*, published by the railroad brotherhoods, said Miss Hennock was "fired" because of her record. *Labor* cited this record as her opposition to an $80 million rate boost for the "Bell Telephone trust," her fight for educational tv channels, and her defense of "small and independent radio and tv stations against big network monopolists."

Labor said she also crusaded against "crime and horror" tv programs and urged equal radio-tv time for both political parties to end the "growing advantage" of the Republican Party.

The publication said not much is known of Mr. Mack, "except his close connection" with National Assn. of Railroad & Utility Commissioners, "the national organization of state regulatory commissions," the latter of which, *Labor* said, "almost all are under the thumbs of the power trust, gas trust and telephone trust."

Census Funds Cuts Unaltered in Senate

THE SENATE last week declined to restore House cuts of $655,000 from budget estimates of $4,655,000 for the Census Bureau's census of business, manufactures and mining for fiscal 1956 and $500,000 from the $6 million budget estimates for the census of agriculture. Final figures upon reporting of the bill (HR 6367) by the Senate Appropriations Committee were $4 million and $5.5 million, respectively, for the two censuses.

Secretary of Commerce Sinclair Weeks had asked a Senate Appropriations subcommittee during hearings to restore the House cuts to keep from delaying release of the census results [B•T, June 6].

The Senate restored $900,000 of a $1.2 million cut made by the House from Census Bureau salaries for fiscal 1956, leaving the committee-approved figure at $7.1 million.

The Senate went along with House denial of $100,000 requested in the budget for incorporating results of the business census into national accounts of the Commerce Dept.'s Office of Business Economics for use by business. The Senate approved $7,450,000 for the National Bureau of Standards—replacing $450,000 of $750,000 cut from NBS funds by the House.

The measure now goes to Senate-House conference to resolve differences.

Hike in Political Expense Allowance Sought in Senate

THE SENATE Rules & Administration Committee last week reported favorably a bill (S 636) to revise upward the federal legal limits for political campaign expenditures—to allow for the increasing costs of campaigning on television and for other rising expenses.

The bill was sent to the Senate floor.

The measure, introduced by Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of an Elections Subcommittee which held hearings on it, would raise from the present $3 million to $12.3 million the amount a national political committee may spend during the presidential election

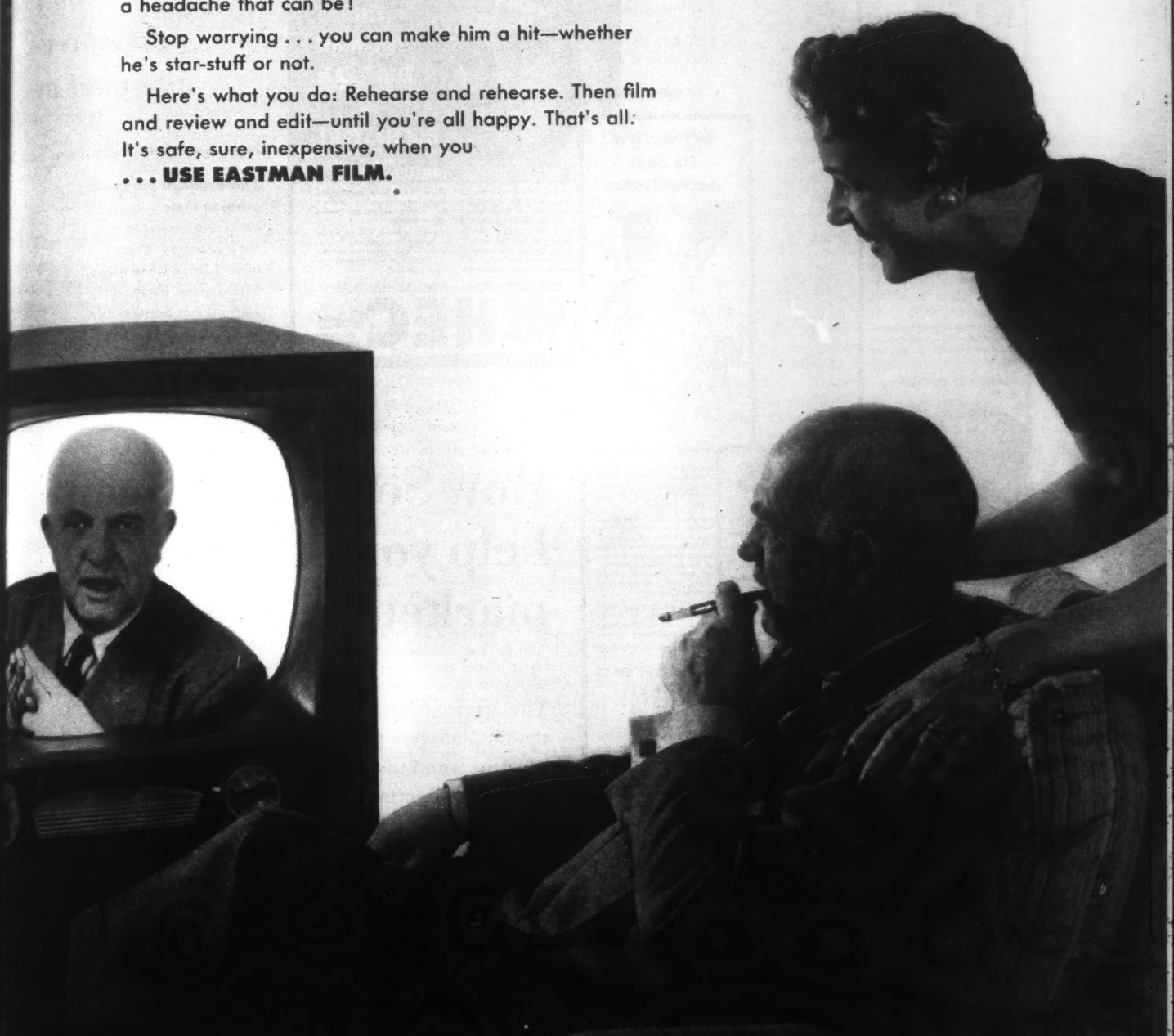
How to make Mr. BIG very happy . . .

So the boss wants to talk on television . . . And what a headache that can be!

Stop worrying . . . you can make him a hit—whether he's star-stuff or not.

Here's what you do: Rehearse and rehearse. Then film and review and edit—until you're all happy. That's all. It's safe, sure, inexpensive, when you

. . . USE EASTMAN FILM.



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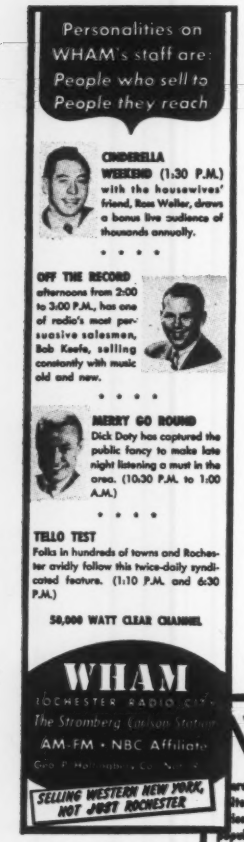
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CINDERELLA WEEKEND (1:30 P.M.) with the housewives' friend, Ross Weller, draws a bonus live audience of thousands annually.
OFF THE RECORD afternoons from 2:00 to 3:00 P.M., has one of radio's most persuasive salesmen, Bob Keefe, selling constantly with music old and new.
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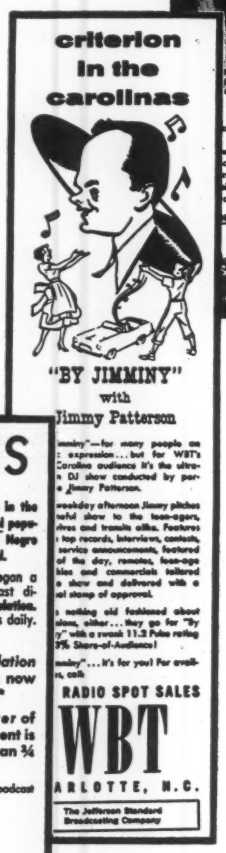

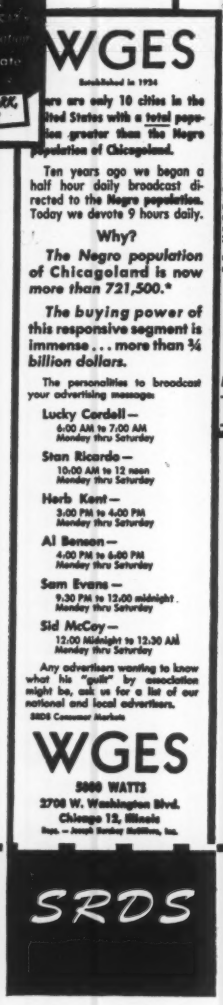
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1. They provide useful information that expands the listed data; make it quickly available to you in client meetings, or when you're working late at the office or at home weekends.

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5. They give you a handy "file" of media information and protect you against the inadequacies of central filing systems that may be unable to supply what you want when you want it; or worse, may contain only out-of-date material.

6. They give you information at the very time you seek it, and do not intrude or ask for attention at any other time.

7. They give you quick access to additional information when a medium's general promotion arouses your interest.

8. They give you a "last chance" source from which you can get a final briefing on a medium's story before you make your final decision.

campaign. Amounts which could be spent on behalf of candidates for senator would be increased from the present $10-25,000 limit to $50-250,000; for candidates for representative, from $2,500-$5,000 to $12,500-$25,000. Amounts would vary within the specified limits based on votes cast in the last election.

The bill would limit the amount one individual can contribute in political campaigns to $10,000.

The measure was approved 5-3 by the full Rules & Administration Committee after scraping by the subcommittee 2-1.

The subcommittee's report, adopted by the full committee, said the proposed new amounts are "more sensible and more realistic in the light of increased costs over the last 15 years and in view of the new techniques (i.e., television and radio) used in political campaigns.

The Hennings group declined to act on proposals that the radio-tv industry be required to furnish "free" radio-tv time to candidates or that the government pay for all or part of the time used in campaigning by candidates. The group based its refusal to act on grounds it had insufficient information and that the subject matter was not directly related to the proposals made in S 636.

FCC Comr. Frieda B. Hennock and others advocated free radio-tv time in testimony before the subcommittee. Industry spokesmen and others testified against "free time" proposals.

The report said the subcommittee believes, however, that the proposals should be brought to the attention of the Senate, and added that, in its own opinion, "radio and television are at the present time making substantial contributions to the enlightenment of public opinion and that such contributions will continue."

'EQUAL TIME' CLAUSE WAIVER SOUGHT

House bill would follow Stanton proposal allowing stations and networks to program political candidates on news and interview programs without regard to giving all splinter parties same amount of air time in which to reply.

A BILL implementing a recent proposal by CBS President Frank Stanton—that stations and networks be exempted from the Communications Act's "equal time" provisions in presenting political candidates on news and interview programs and "Lincoln-Douglas" type debates—was introduced last week by Rep. Oren Harris (D-Ark.)

Rep. Harris, chairman of the House Commerce Committee's Transportation & Communications Subcommittee which would hold hearings on the bill (HR 6810), said in introducing the measure that he thought it "should be given careful consideration by the Congress." He had announced the week before his intention to introduce "for study" the measure, which would amend Sec. 315 (a) of the Communications Act [AT DEADLINE, June 13].

Dr. Stanton made his proposal last month in a talk to CBS-TV affiliates meeting in New York [B•T, May 30].

Rep. Harris said his bill would "leave intact" the equal time provisions of Sec. 315, but would, "however, give leeway to broadcasters and networks with regard to the appearance of political candidates on news, news interviews, news documentary, panel discussion, debate, or similar type programs where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network. . . .

"Broadcasters, of course, would be called upon to justify the exercise of their discretion under this amendment . . . before the FCC at the time their licenses are up for renewal .. . that . . . [they] acted fairly and thus served the public interest," Rep. Harris continued.

Although networks are not licensed and thus are not subject to performance reviews by the FCC, "a question might arise whether the Commission should not be granted power to review the performance of networks with regard to their performance under the proposed amendment," Rep. Harris said.

Because of the "still-increasing importance of the broadcast medium in the political arena," Rep. Harris said, there is a question of whether present provisions of Sec. 315 (a) "meet the present-day needs of broadcasters, networks, political candidates and the electorate."

He cited an editorial in last Monday's *Washington Post & Times Herald* which called the Stanton proposal "deficient" in preserving "the principle of impartiality" because it leaves open the possibility of favoritism for one candidate through "repeated appearances on panel discussions or other public-affairs type programs at the discretion of the networks."

Regarding Dr. Stanton's intent—that broadcasters could thus restrict time on such programs to candidates of major parties and not be subjected to equal time requests from the numerous minority and splinter parties—the *Post* made suggestions looking toward recognition of the "possible rise of new parties on a national basis."

Thus, said the *Post*, Congress might extend the "free time principle on a presidential level to parties that polled, say one million votes each in the last presidential election or that could muster 200,000 or 300,000 signatures on a petition."

Meanwhile, the full Senate Rules & Administration Committee last week reported favorably to the Senate floor a bill (S 636) authored by Sen. Thomas C. Hennings Jr. (D-Mo.) to revise upward the present federal statutory limits on expenditures for political campaigning (see story page 74).

The *Post* editorial entered by Rep. Harris in the *Congressional Record* last week also was inserted in the publication by Rep. Stewart L. Udall (D-Ariz.), author of a companion bill (HR 3139) to S 636.

Tv Viewer Gets Consideration In Demo Rule-Change Request

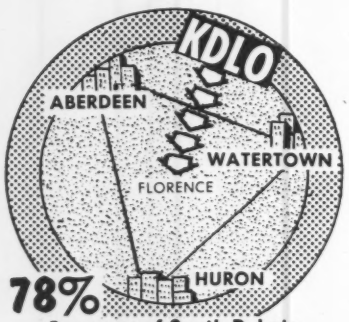
RECOMMENDATION that the Democratic National Convention change its rules to reckon with television was made last week by a Special Advisory Committee on Rules & Procedures for the 1956 convention.

The proposed rule would allow the convention chairman to send a representative to poll the various state delegations during the roll call of states, thus sparing the tv viewer from watching the tedious process of polling individual state groups by the chairman himself. This would allow the roll call to continue while the delegation is being polled.

The 82-member advisory group rejected a proposal that the delegations leave the hall to be polled, on grounds their departure and return would result in "noise and confusion." Democratic National Chairman Paul M. Butler recommended that the rule-change proposals be considered at a committee meeting in the fall.

HOW ABOUT THAT JOE FLOYD TRIANGLE?

Joe's putting a whole new market on the tv map . . . 78,000 single-station homes, massed in the great Aberdeen-Watertown-Huron triangle, with transmitter strategically located at Florence, South Dakota. You can reach this great new market only through the Joe Floyd-operated KDLO-TV (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV Sioux Falls.



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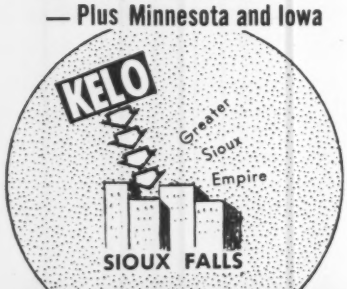

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GROUP TO REAPPRAISE TV ALLOCATIONS

Magnuson announces formation of committee of top engineers to study FCC's assignments. Organizational meeting to be held tomorrow.

FORMATION of a committee of "top industry and independent engineers" to reappraise the FCC's allocation of frequencies for television was announced Saturday by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee. The committee—of around ten top engineers—holds its organizational meeting with Sen. Magnuson at 10:30 a.m. tomorrow (Tuesday) [CLOSED CIRCUIT, June 13].

The Magnuson announcement was the first public acknowledgment of implementation of plans suggested to the senator by Sidney Davis, majority counsel in the committee's "study" of the tv networks and uhf-vhf problems [B•T, June 6].

Sen. Magnuson said the study will be made "with an eye toward bringing about increased utilization of the uhf band to provide a nationwide competitive tv system." He said that "painstaking care has been exercised to insure that all segments of the radio and tv industry are represented on the engineering group."

He said invitations have been issued to the following to send engineering representatives: FCC, ABC, NBC, CBS, DuMont Tv Network, Radio-Electronics-Tv Mfrs. Assn. and the UHF Coordinating Committee. It also was understood that others to be represented are Assn. of Federal Communications Consulting Engineers; Westinghouse Broadcasting Co., and one Washington consulting engineer.

Four-Point Plan Given

Sen. Magnuson listed this four-point plan of action for the engineering committee:

1. A careful engineering study as to the feasibility of utilizing the 88-108 megacycle band, more familiarly known as the fm portion of the spectrum, which could possibly provide an additional three vhf channels, while still leaving room in that portion of the spectrum for all existing fm licensees.

2. A re-examination of the FCC table of present allocations. Such a reappraisal would be an attempt to re-evaluate the table of allocations in the light of experience. For example, a number of very high frequency grantees have turned back their licenses, which in a number of instances remain unused in the assigned communities. This engineering committee, working with the Commission, might well be able to find ways to utilize those channels in areas where facilities under the present table of assignment are inadequate.

3. A study and possible adaptation in television of techniques developed in radio which tend to substantially increase the number of stations in a particular field, such as the "drop in" and perhaps directionalization along both seaboards.

4. The possibilities involved in "selective deintermixture."

The various organizations would be represented, it was understood, as follows:

CBS: William B. Lodge, engineering vice president; NBC: William S. Duttera, staff allocations engineer; ABC: Frank Marx, engineering and general services vice president; FCC: Edward W. Allen Jr., chief engineer; RETMA: Donald Fink, Philco Corp.; AFCCE: T. A. M. Craven, president; Westinghouse: Ralph N. Harmon, engineering vice president; DTN: Dr. Allen B. DuMont, president; Washington consulting engineer: C. M. Jansky, Jansky & Bailey.

Sen. Magnuson said he appreciated the way "all segments of the industry have accepted an invitation to participate in the study," despite the fact the study "is an engineering problem requiring engineers for which this committee has neither funds nor facilities."

It was understood Sen. Magnuson's announcement was made to coincide with RETMA's 31st annual convention held last week in Chicago.

Portland, Ore., Ch. 12 Grant Argued in U. S. Appeals Court

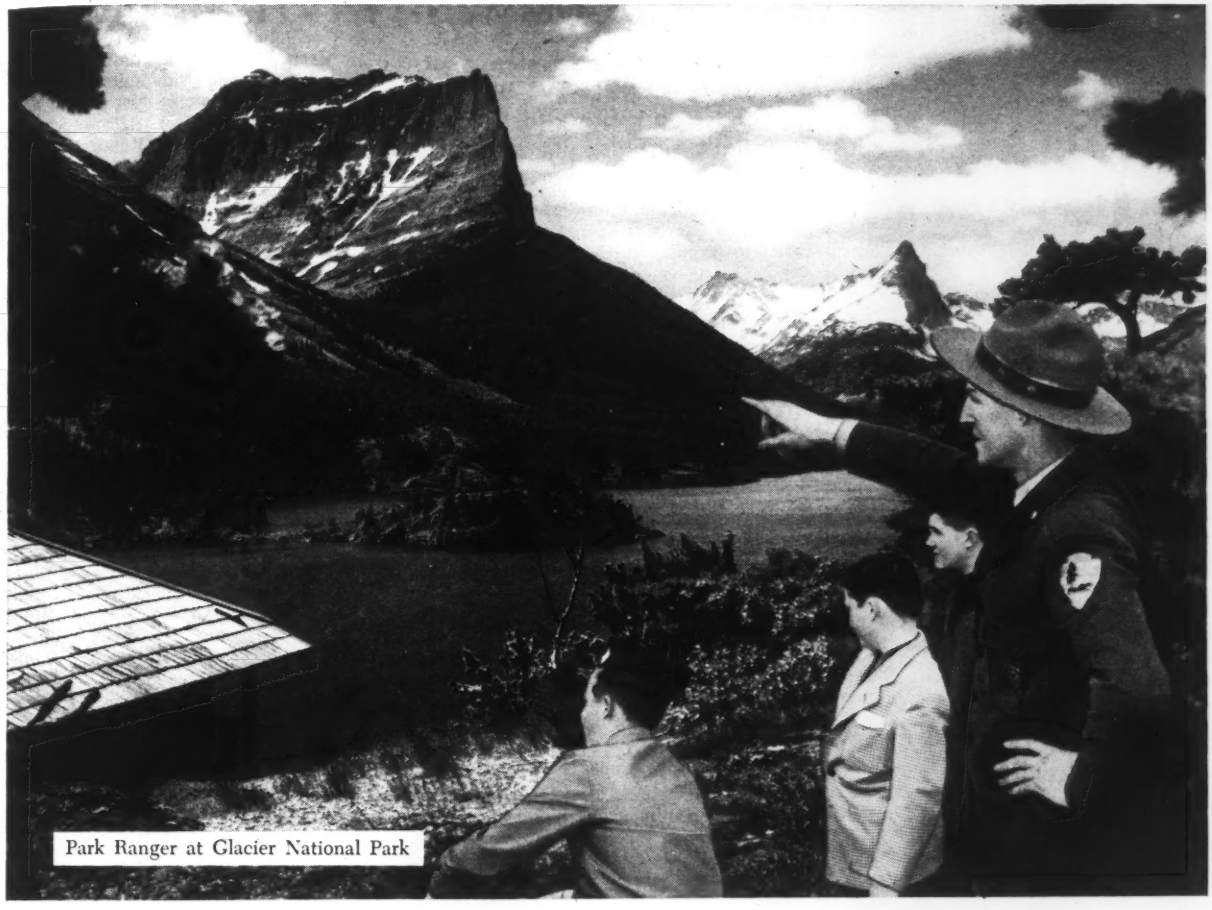
LEGALITY of the FCC's 1954 grant of ch. 12 at Portland, Ore., to Oregon Tv Inc. was argued in U. S. Court of Appeals in Washington last fortnight. Appeal was brought by Columbia Empire Telecasters Inc., the unsuccessful applicant [B•T, Jan. 10].

Columbia Empire questioned Oregon Tv's qualifications especially on the manner in which its proposed general manager, Walter J. Stiles, was hired and resigned. It also questioned the validity of the Commission's action regarding diversification, the financial status of the successful applicant, and alleged that Oregon Tv's antenna plans were misrepresented.

Oregon Tv is owned by Portland businessmen, including Julius L. Meier Jr. (department store executive). Columbia Empire owners include KPOJ-*Portland Journal* stockholders and Wesley I. Dumm, owner of KSFO San Francisco.

The argument was heard by Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Peter Shuebruk represented Columbia Empire; J. Smith Henly, the FCC, and Maurice R. Barnes, Oregon Tv.

GEORGE C. McCONNAUGHEY (l), chairman of the FCC, and James C. Hanrahan (r), vice president of Scripps-Howard Radio Inc. and general manager of WEWS (TV) Cleveland, flank Dr. John S. Millis, president of Western Reserve U., Cleveland, after Messrs. McConnaughey and Hanrahan received honorary degrees of Doctor of Laws at the university's 129th annual commencement exercises. In an address, Chairman McConnaughey declared that while there had to be some government controls, "I believe that a minimum of regulation will best serve the interest of the public."



Park Ranger at Glacier National Park

Guardian of Glaciers and Grizzlies... *and he works for you!*

At Glacier National Park, astride the Continental Divide in Montana's Rockies, you'll see some of the world's most spectacular scenery . . . rugged peaks, gorges, valleys and some 60 living glaciers. Here you'll find mountain goats, bighorn sheep and grizzly bear . . . fossils of plants that lived half a billion years ago . . . Triple Divide Peak from whose slopes water flows to the Pacific, the Gulf of Mexico and the Arctic Ocean.

Guardian of the treasures at Glacier, and throughout the 24 million acres of the National Park System, is the National Park Service Ranger. A dangerous rescue to be made . . . a forest fire to be fought . . . a thousand questions to be answered – all these are part of the ranger's job.

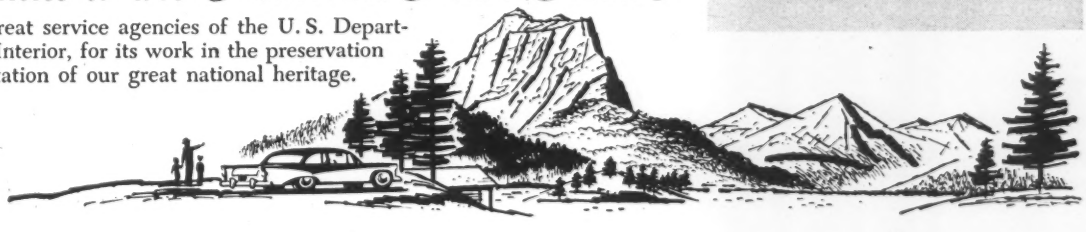
From Stephen T. Mather, first director of the Park Service, down to today's ranger in the field, the Man in the Stetson has served the nation well. Davy Crockett, Daniel Boone, Kit Carson and the others can rest easy – their wild, beautiful America is smaller now . . . but lies secure in hands they'd be proud to shake.

Free TOUR INFORMATION – Ask for our United States Map featuring the National Parks and Monuments. If you would like to drive to any of the National Parks, let us help you plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y.

A Salute to the National Park Service

one of the great service agencies of the U. S. Department of the Interior, for its work in the preservation and interpretation of our great national heritage.

SINCLAIR
A Great Name in Oil



"BEFORE-TV" RATINGS
when you buy
K-NUZ
Radio Ranch, in Houston

MORNING
"Laura Lee's Ranch"
9:45 to 10:00 A.M.
3.3 IN HOME
.7 OUT OF HOME
4.0 Total Pulse*

AFTERNOON
"Bill's Bandwagon"
4:30 to 4:45 P.M.
4.0 IN HOME
.8 OUT OF HOME
4.8 Total Pulse*

NIGHT
"Houston Hoedown"
8:45 to 9:00 P.M.
2.8 IN HOME
.6 OUT OF HOME
3.4 Total Pulse*

GET THE WHOLE PICTURE.... COUNT ALL THE LISTENERS!

K-NUZ is No. 1
in OUT OF HOME PULSE
12 noon to 6 P.M. — Mon. thru Fri.
Tied for No. 2 mornings

* PULSE RATINGS
OUT OF HOME—Jan. '55
IN HOME — Jan.-Feb. '55
First in Houston
K-NUZ
NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

K-NUZ Carries
Houston's Top
Local Accounts

ANOTHER COMMUNITY TV FLAUNTS STATION

Montana antenna system operator tells KXLF-TV Butte it won't stop rebroadcasting the outlet's signals. It's the third such case in a year.

FOR the third time in less than a year, a community television operator has told a broadcaster to go jump in the lake.

Last week, Norman Penwell, operator of Bozeman (Mont.) Community Television Inc. (650 subscribers), told Ed Craney, KXLF-TV Butte, Mont., that he was not going to stop furnishing KXLF-TV signals to his customers.

The Penwell letter was in answer to one from Mr. Craney in late May asking the Bozeman community antenna system to discontinue reception of KXLF-TV signals [B•T, June 13].

Mr. Craney made the point that the signals are for free public reception and are not transmitted for the purpose of realizing a profit for someone else. The Montana broadcaster also stated that certain contracts forbid duplication and retransmittal for profit of such programs.

Mr. Penwell—who is being backed by the 200-member National Community Television Assn.—said that the service he furnishes has nothing to do with realizing a profit on programs, but only in furnishing an antenna service for his subscribers.

The salient paragraph of his letter follows:

"We are unable to accede to your request that we discontinue reception via our community antenna system of the signals broadcast by the Butte station. Bozeman Community Television Inc. is engaged in the operation of a community antenna system performing an antenna service for its subscribers. It is our understanding, based on advice from counsel, that the members of the public are entitled to receive the signals broadcast by your station. The function of our company is merely that of receiving on behalf of our subscribers, the signals which you broadcast and to which they are entitled. This company does not realize any profit on the program broadcast by your station. To the contrary, the remuneration received by Bozeman Community Television Inc. is for the antenna service which we render and is in no way related to the programs which may be broadcast by your station at any given time."

KOA-TV, KFBC-TV Ignored

Last fall, KOA-TV Denver asked community television systems in Casper and Laramie, Wyo., and Sterling, Colo., to sign "affiliation" contracts. This the antenna systems refused to do.

At that same time, KFBC-TV Cheyenne, Wyo., told the same three wire operations to stop picking up its signal. This, too, the antenna companies declined to do.

In the KOA-TV memorandum to the community tv systems, the Denver station asked for an agreement which would permit the station's signals to be picked up for distribution to subscribers provided no commercial announcements were deleted. It also asked that the wire tv systems use a weekly minimum of 25 hours of KOA-TV programs, of which at least 14 hours must be after 6 p.m. No payment was to be made by KOA-TV.

No further action was taken by either of the two tv stations following the refusal of the community systems to accede to these requests.

Even before then, community tv operators were threatened with suits by Ziv Television Programs and by the New York Yankees and the Brooklyn Dodgers. Ziv objected to Community Antenna Inc., Reno, Nev., picking up Ziv programs broadcast by San Francisco stations. The ball teams complained about pickups of games distributed to subscribers of Trans-Video Corp. and Wire Teleview Corp., both of Pottsville, Pa.

No suits were ever brought.

During the NARTB convention in Washington last month, an organization of broadcasters was formed to determine property rights in programs and to persuade the FCC to take jurisdiction over community tv operations. William C. Grove, KFBC-TV Cheyenne, was elected temporary chairman, and C. N. Layne, KID-TV Idaho Falls, Idaho, temporary treasurer. Bernard Koteen, Washington attorney, was retained as counsel for the group.

FCC Attitude Indicated

Possible FCC attitude toward community tv has been expressed twice by FCC Comr. John C. Doerfer, once in Chicago last November and more recently two weeks ago in New York.

In his Chicago address to the National Assn. of Railroad & Utility Commissioners, Mr. Doerfer expressed the view that the FCC does not have jurisdiction over antenna systems, except as they radiate interference to established services. In his New York address to the NCTA convention, Mr. Doerfer declared that even if the FCC should exercise jurisdiction, it should not hamstring wire systems in order to protect broadcasters; rather, he said, there should be open, free competition between them.

That the FCC may have to do something about community tv systems was made plain two weeks ago when the U. S. Court of Appeals in Washington ruled on the Clarkesburg, W. Va., ch. 12 case [B•T, June 13]. In that decision, the court referred to the claim that Wheeling tv signals were being received in Clarksburg via a community tv system, and

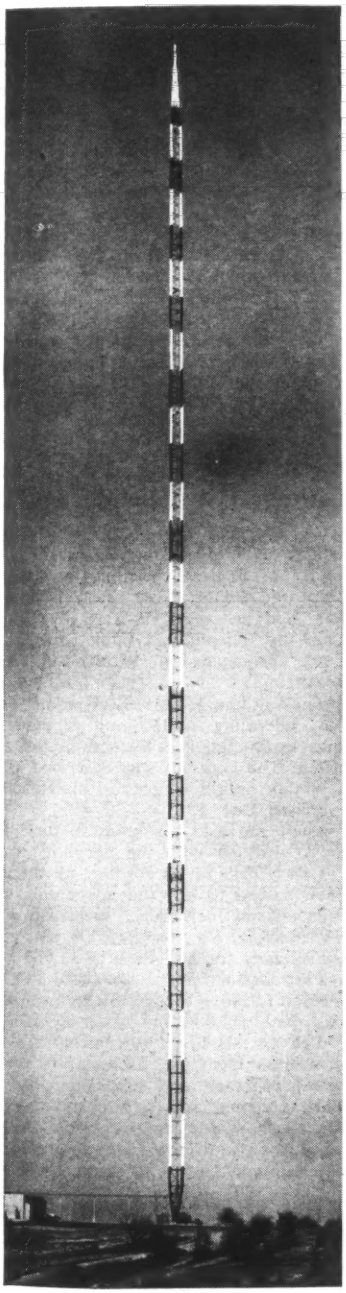
Test Case?

QUESTION as to whether the FCC should assert its authority over community tv systems may come up sooner than most of those interested believe. It may become an issue in the hearing scheduled for July 25 involving applications by two privately owned common carrier relay companies to pick up Denver tv signals and feed them to a wire antenna service in Rapid City, S. D.

The two applicants, each requesting authority to serve the same route, are Bartlett & Reed Management and Blackhills Video Co. Requesting permission to intervene is ch. 3 KOTA-TV Rapid City which began operating last month. It asked that the FCC include as one of the issues whether community tv systems pose a competitive threat to the existing tv stations. Also asking to intervene is AT&T, which claimed the establishment of privately owned carriers is wasteful duplication of its own existing or planned routes.

Prehearing conference was held before FCC Hearing Examiner William G. Butts last Thursday.

for tall towers talk to Truscon



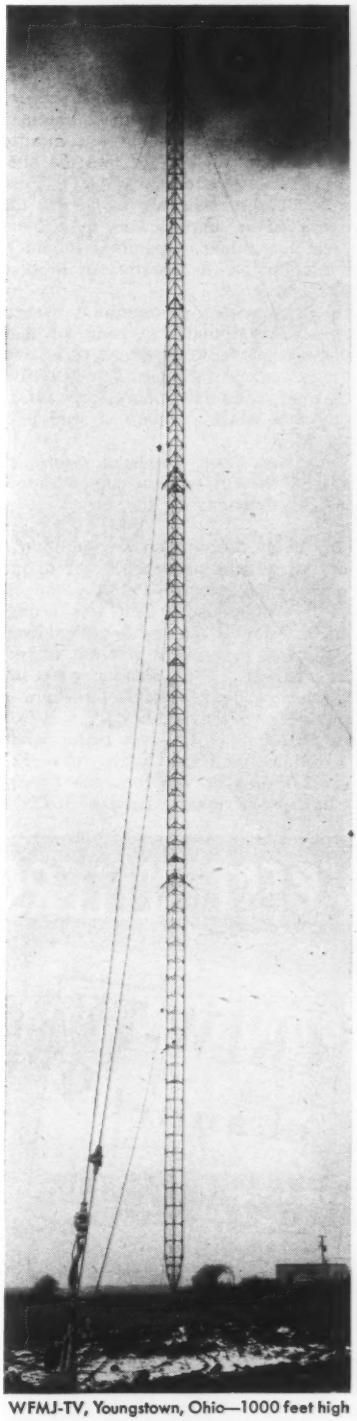
WBAP-TV, Fort Worth, Texas—1113 feet high

Truscon builds them tall (and small, too) for all types of topography . . . to withstand the extremes in wind and weather.

Whatever your requirements, Truscon, with modern and efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

And no matter what forces are exerted upon them, they stay in the air to keep you on the air day-in and day-out, year-in and year-out. In recent East Coast hurricanes *not a single Truscon Tower was damaged by the terrific onslaught of high winds*—a dramatic demonstration of their great stability and dependability.

You can get this kind of dependable performance every time with a Truscon Tower. Our engineers have designed and built hundreds which today stand sturdy and straight and tall in all parts of the world. They can design one for you, too. To get your tower program started, just write or call your nearest Truscon district office or "tower headquarters" in Youngstown.



WFMJ-TV, Youngstown, Ohio—1000 feet high

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

told the FCC that it was "unrealistic" to hold that Clarksburg residents are not seeing Wheeling videocasts.

The court told the FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

Last word from NARTB on the question of community tv systems was that a committee was due to be appointed to go into the question. This was announced by NARTB President Harold Fellows, who also suggested that where a wire service impinged on a broadcast service area, the antenna operation should be called to account on the question of property rights [B•T, May 2].

Much of the attack on community systems has been on the ground that some of them delete commercials and substitute their own. This has been denied by antenna system spokesmen. At its convention two weeks ago, NCTA adopted a code which contains a section on this issue. It is:

"4. To deliver those television signals received by the System without any additions, alterations, or deletions of the broadcast intelligence."

The only court decision on the question of community tv systems and their right to pick up stations' signals was in 1953 by the Exchequer Court of Canada. Suit was brought by Canadian Admiral Co. against Rediffusion Inc. of Montreal to prohibit it from relaying one of its programs. The Canadian court held that the antenna system's service was not an infringement of property rights.

Pending before the FCC is a petition from WJPB Fairmont, W. Va., asking that FCC assert jurisdiction over wire antenna systems.

There have been reports that the FCC's investigation of tv would also include a study of the community tv question.

There are almost 400 community systems in operation or planned. They serve an estimated 250,000 tv set owners. In several states they are widespread—such as Pennsylvania, West Virginia and Washington. Most are locally owned, and charge about $125 for installation, and from $2.50 to $3.75 per month for service.

NEW HEARING MANUAL SUBMITTED BY FCBA-FCC

Document, which will go to Commission for approval, would insure uniformity, cut length of proceedings.

A HEARING MANUAL to insure uniformity in the introduction of evidence and to determine how far to go on cross-examination in FCC hearings has been completed by a joint Federal Communications Bar Assn.-FCC committee.

The manual, first in FCC history, will be submitted to the Commission this week or next. Upon approval, it will have the force of a rule, it was disclosed by Chief FCC Hearing Examiner James D. Cunningham last week in a speech to the FCBA.

Joint chairmen of the committee are Robert L. Heald, Welch, Mott & Morgan, and Mr. Cunningham.

Mr. Cunningham also told members of the FCC bar that the FCC was interested in eliminating or reducing cross-examination. He held that through the use of informal conferences among attorneys involved in a hearing case, more than 75% of the cross-examinations could be eliminated.

Discussing the use of pre-hearing conferences, Mr. Cunningham related how an am hearing involving six parties and 11 issues was held to one hour and ten minutes of formal testimony because the attorneys and the parties threshed out most of the basic conflicts before the hearing began. This would have taken six weeks and 2,000 pages of transcript under normal conditions, Mr. Cunningham estimated.

He also referred to a Boston tv hearing involving five applicants which ran for 80 hours instead of months as usual because attorneys hammered out differences in pre-hearing conferences. Eighty percent of the examiner's time was saved, Mr. Cunningham said, when the attorneys in the Boston hearing got together and worked out a single package proposed findings pleading.

Mr. Cunningham also called for support of the Commission's requests to Congress to revise the separation of power provisions of the Communications Act. He said that all examiners want is the privilege of consulting among themselves when a question of procedural policy arises.

FCBA members of the committee on hearing manual, in addition to Mr. Heald, are Leon Brooks, Benito Gaguine, Harry M. Plotkin, John P. Southmayd, Frederick H. Walton Jr., Marcus Cohn, Earl R. Stanley, Edward deGrazia and Samuel Miller.

FCC committee members, in addition to Mr. Cunningham, are Warren E. Baker, general counsel; Curtis B. Plummer, broadcast bureau chief; John L. Fitzgerald, opinions and review chief; Lester W. Spillane, safety and special radio services chief, and Charles J. Frederick, examiner.

Refusal to Sell WMFJ-TV Charged in Florida Suit

SUIT charging refusal of W. Wright Esch, owner of WMFJ Daytona Beach, Fla., and holder of a ch. 2 permit for WMFJ-TV, to carry out a contract of sale for the properties was filed last week in Deland (Fla.) circuit court by Theodore Granik and William H. Cook, principals in WJNO-TV West Palm Beach.

The suit charges Mr. Esch, owner of Telerad Inc., operating WMFJ and tv permit holder, with contracting last October to sell the properties. The contract was described as carrying a 60-day option which the plaintiffs said they exercised Dec. 15.

Their suit asks the court to force Mr. Esch to go through with the purported contract.

Last April 21, according to the suit, Mr. Esch agreed to sell the am station to Robert Wasdon and Jack Siegel, principals in WTOV-TV Norfolk, Va., for $40,000 plus a five-year consultancy for Mr. Esch at $1,000 a year.

Last January Mr. Esch asked FCC for permission to move WMFJ-TV to a site at Orange, Fla., with a 1,000-foot tower. This is pending.

The Granik-Cook suit includes a photostat of a letter from Mr. Esch stating it constitutes "an acceptance and agreement between us." This agreement was said to have provided that Mr. Esch would receive $7,000 a year for life plus 3% of the radio-tv profits, with his wife to receive, after his death, $5,000 annually.

KFH Seeks Wichita Rehearing

ON PREMISE that a 3-to-2 decision reflected only a minority opinion of the seven-member FCC, Frank Webb, manager of KFH Wichita, announced last week that his firm would petition the Commission for rehearing of the final ruling which awarded tv ch. 3 there to Wichita

two "BEST SELLERS" in the Detroit Area!

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

THIS is an historic photograph. It shows six of the last seven FCC chairmen (including the incumbent), who gathered at the annual dinner and reunion of Broadcast Music Inc., held in conjunction with the NARTB Convention in Washington on May 24. L to r: seated Paul A. Walker (1934-1953); Rosel H. Hyde (1946-); George C. McConnaughey (1954-); James Lawrence Fly (1939-1944); standing, Paul A. Porter (1944-1946); Charles R. Denny Jr. (1945-1947). Missing is Wayne Coy, president of KOB-AM-TV Albuquerque, who served from December 1947 until February 1952. Messrs. Walker, Fly and Porter now are practicing law; Mr. Denny is NBC vice president.

Tv Corp. and denied the competitive bids of KFH and KANS Wichita [B•T June 13]. Ch. 3 was in hearing since October 1952. It also was reported that O. L. Taylor, president of KANS, may join KFH in the petition for reconsideration.

Court Gives Ft. Wayne Case Back to FCC Without Ruling

BECAUSE one of the principals died before the litigation was heard, the U. S. Court of Appeals in Washington last week remanded without decision the Fort Wayne ch. 69 case to the FCC to determine the effect of the death of Paul V. McNutt, former Indiana governor and Democratic Party chairman, on its decision. This is considered an unprecedented action by the appeals court.

The court held that since the key question was whether the Commission erred in giving controlling weight to the attitude of Mr. McNutt and James R. Fleming on the use of joint advertising rates by the *Fort Wayne Journal Gazette* and *News Sentinel*, the FCC should reopen the hearing.

The FCC, overruling the examiner, decided that WANE Fort Wayne was better qualified to hold the ch. 69 grant there than Anthony Wayne Broadcasting Co. (partnership of Messrs. McNutt and Fleming). It held that WANE was superior in the issues of diversification and concentration of control of the media of communications. It said it did not think that the "forced" combination advertising rates for the two Fort Wayne newspapers was in the public interest. Messrs. McNutt and Fleming were controlling trustees of the *Journal Gazette*, the Commission found. The *Journal Gazette* and *News Sentinel* (WGL) have common production and business operations.

The appellate court's ruling was written by Circuit Judge David L. Bazelon, who also wrote the Clarksburg, W. Va., tv reversal decision two weeks ago [B•T, June 13].

Three R's of Broadcasting Cited by FCC Counsel Baker

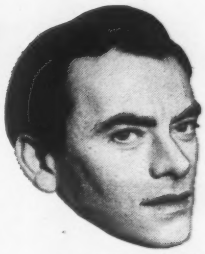
WARREN E. BAKER, FCC general counsel, last week addressed the Jackonsville, Fla., Rotary Club on the broadcasters' "three R's"—revenue, responsibility and renewal.

Because, Mr. Baker said, stations need revenue to survive they are sometimes subject to pressure to carry announcements from "carnival-type pitchmen," "bait-switch" artists, lotteries, racehorse touts, and other advertisers considered objectionable by the Commission. The stations are responsible for what they air, he indicated, and if abuses of the law are flagrant the question of renewing the station's right to broadcast may be involved. Mr. Baker pointed out that the number of broadcasters disciplined for violations is very small because the majority attend to their responsibilities.

Stanton Talk in 'Record'

CBS PRESIDENT Frank Stanton's May 19 talk to CBS-TV affiliates in New York—in which he spoke against pay-as-you-see television—was inserted in the *Congressional Record* last week by Rep. Peter F. Mack Jr. (D-Ill.).

Four big reasons why you should buy


JOHN IRELAND

WALTER SLEZAK

MERLE OBERON

EDMOND O'BRIEN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

EVEN **NELSON** WATCHES

W·H·E·N TV

No anxious eyes on the English Channel anymore — it's as dull as a millstream compared to the excitement on Channel 8.

The Battle of Trafalgar was nothing compared to the daily battle over who gets the best seat in the living room. But WHEN-TV is the great peace-maker, and Nelson, N. Y., is just one of more than 250 upstate communities who are happy about the treaty terms because everyone gets what he wants on Channel 8.

Trade barriers are down too, thanks to the warming influence of WHEN-TV, so if you're interested in profitable trade deals with the people of Nelson and their 2¼ million neighbors,

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

RADIO-TV HOLDS OWN IN DEFENSE TEST

Electronic media newsmen came through with the goods during last week's Civil Defense 'Operation Alert,' but the government's own communications network developed some difficulties.

RADIO and television newsmen and facilities easily handled the civil defense emergency test that started last Wednesday and continued into Friday. They carried on their work in routine manner but ran into difficulty many times as the government's own news communication system developed operational agonies.

Nearly 100 radio-tv and press reporters assembled Wednesday at an emergency news headquarters some distance from Washington. This maneuver was designed to show how the government could operate from relocation points as far as 300 miles from Washington and also to show how government news could be supplied to media at a central point outside Washington.

The first serious bug in the elaborate communications setup occurred Wednesday when President Eisenhower went on radio and tv at 3 p.m. from a remote spot to tell the nation about the emergency. There was no tv set in the news headquarters nor was there a closed-circuit facility. An hour-and-a-half later, newsmen at emergency headquarters finally received the President's text in a mimeographed release.

Murray Snyder, assistant news secretary to the President in charge of headquarters, promised this oversight would be remedied quickly.

Networks were given only a one-hour warning that the President was to report to the nation on tv and radio. He spoke over closed-circuit facilities operated by the government, with AT&T picking up the voice and picture for networking. The broadcast came from his headquarters tent in the hills, one of a number of such facilities to be used in case of emergency. Departments and other federal agencies were operating in other tents under field conditions.

Martin Agronsky, ABC, complained that news of simulated bombings was being circulated all over the nation long before those at the news center heard about it, although their function was to keep the nation informed.

A form of voluntary censorship prevailed at the news center as against strict control of news from President Eisenhower's wooded hideaway. Accompanying the President were Bryson Rash, ABC, who served as radio-tv pool reporter, and Bruce Hoertel, CBS, was pool cameraman with Milton Bittenbender handling sound.

The emergency news center was purely a temporary site, it was explained, with chance that it might be set up at another point in a future test or an actual enemy attack.

Radio-tv newsmen at the center felt the test was valuable in showing flaws in the government's emergency program and in helping media cope with problems involved in an attack.

The FCC participated on a token basis in the simulated attack. At least one commissioner went to a remote headquarters. The FCC's weekly meeting was not held.

The Conelrad station-switching alarm system by which broadcast stations keep the public informed, using two frequencies, was not invoked. Only known station to go off the air was WJLK Asbury Park, N. J., which for days had been advising listeners to tune to its special air-raid broadcasts. Unfortunately a short circuit at 2:04 p.m. Wednesday threw the station off the air 19 minutes. Everett Rudloff, station manager, serves as Monmouth County civil defense coordinator.

The first day produced practically no news of the government's operations aside from the routine proclamation by the President and civil defense bulletins read by Mr. Snyder.

As the simulated emergency moved into the second day, more news was made available at the news headquarters. A number of government officials were transported to the secret news site.

One major newspaper disclosed the site of the news center the first day of the test but newsmen were asked not to specify the city other than to say it was over 100 miles from Washington.

NBC-TV set up two live cameras and maintained separate radio and television studios at the news center. The NBC staff on the scene Wednesday included Ray Sherer, Morgan Beatty, Robert Doyle, John W. Gerber, T. T. Fedder, Carl Bolstad, Vernon Swiger, John McCollom, Charles Barndt, Rou Van Winkle and Herbert Kaplos.

CBS Radio and CBS-TV fed the first program out of the emergency headquarters at 9 a.m. Wednesday, with the emergency headquarters mike tied to the network via AT&T. Tv films were shipped to Washington.

MBS coverage was handled by Robert Hurleigh and Jack Fertz, with Mr. Fertz as technician.

Representing ABC were Mr. Agronsky, John Edwards, Robert Roper, William Richardson and Harold H. Lion.

Western Union had a battery of 18 high-speed printers that handled 45,00 words an hour. Messages for newsmen were received via code address. Directing its setup were C. P. Culver, J. C. Grant and Carroll S. Linkins. WU was tied to the President's relocation headquarters.

Both Sides May Seek Delay In Pay-Tv Reply Deadline

AS proponents and opponents of pay tv began digesting the voluminous horde of comments filed with the FCC at deadline two weeks ago, a movement was understood to be underway to get the FCC to postpone the reply deadline for a month or more past the July 11 date.

Rebuttal comments to the heavy filings of two weeks ago [B•T, June 13] are due July 11. Some attorneys in Washington were talking of having this date postponed to September.

Meanwhile, public comments continue to deluge the FCC. As of week's end, Volume 59 was filled, bringing the total number of opinions from the public to an estimated 22,250. This continues to be the largest influx of comments on one subject the FCC has ever experienced.

Among those joining the opposition was Stuart Sprague, ASCAP attorney. Mr. Sprague felt that the hopes held out for pay tv improving programs, eliminating commercials, etc., were chimerical.

A meeting of the steering committee of the Joint Committee Against Toll Tv took place in

Washington last Thursday. A spokesman said: "Our conviction is that FCC disapproval of pay tv in any form which proposes to use the free airwaves to pile up profits for a few patent holders is inevitable."

The Joint Committee's rebuttal arguments were to be prepared by Dr. Dallas Smythe, U. of Illinois professor, and John V. L. Hogan, economic and engineering consultant, it was announced.

Other pay tv activities last week included release of the Elmo Roper & Assoc. survey (page 39) and the Edward R. Murrow *See It Now* program (page 87).

Mission Telecasting Favored For Ch. 12 San Antonio Grant

INITIAL decision favoring the grant of San Antonio's ch. 12 to Mission Telecasting Corp. (50% owned by KONO-AM-FM there) was issued last week by Chief FCC Hearing Examiner James D. Cunningham.

Mr. Cunningham found opposing applicant Howard W. Davis (KMAC and KISS [FM] San Antonio) deficient in financial qualifications.

Mission had been found legally, financially and technically qualified by the Commission to receive a grant.

Question of Mission's culpability in the activities of private investigator James R. Duncan was disposed of by Mr. Cunningham when all parties agreed that Mr. Duncan was acting on his own or his employes direction and not upon the orders of any Mission officer, director or stockholder.

Mission had asked a Texas detective agency to investigate Mr. Davis. Mr. Duncan had been assigned to this investigation by the firm. He was arrested by the Federal Bureau of Investigation for impersonating an officer of the FCC, but was acquitted in a trial in San Antonio.

San Antonio has two stations operating at the present time: KENS-TV on ch. 5 and WOAI-TV on ch. 4. Two uhf grants are outstanding: KALA (TV) on ch. 35 and KCOR-TV on ch. 41.

WJIV Cites Prior Building In Challenging Ch. 3 Grant

WHEN the FCC finds that an applicant has begun construction of a broadcast station before a grant is made, it must deny that applicant, WJIV Savannah, Ga., told the U. S. Court of Appeals in Washington last week in filing its brief in the Savannah ch. 3 case [B•T, March 7].

The Communications Act forbids a grant to be made to any applicant who has begun construction before the FCC issues a grant.

WJIV, the unsuccessful applicant for the Savannah vhf wavelength, is seeking to overturn the FCC's grant of ch. 3 there to WSAV Savannah. The Commission made its grant early this year, upholding the examiner's initial decision, but forbade WSAV from using its proposed tower base, consisting of three steel sleeves, installed on the penthouse roof of the Liberty National Bank Bldg. in Savannah. The Commission found WSAV superior to WJIV in programming performance, local residence, participation in community affairs and a greater degree of integration of ownership and management.

Honig Rejoins FCC

ISADORE HONIG, former temporary FCC hearing examiner, has joined the Commission's Office of General Counsel, Litigation Div., as trial attorney.

— PERSONNEL RELATIONS —

MUSICIAN-EMPLOYMENT UP IN TV, DOWN IN RADIO

B•T comparison of 1954 and 1953 data contained in AFM report shows musician's income more or less stabilized by increased tv income and employment which offset drops in radio.

IN LINE with a pattern that has emerged since the end of World War II, the number of musicians employed in radio broadcasting in 1954 declined from 1953 levels, but a compensating consideration was a comfortable increase in musician employment on television in 1954, as compared with 1953.

These factors served to stabilize total musicians' income from radio and tv in the two years, according to a comparison made by B•T of data in the 1954 and 1955 issues of *Official Proceedings* of the American Federation of Musicians Conventions, which report on activities in the preceding year. Total employment on radio and television in the U. S., Canada and Puerto Rico accounted for $24,677,409 in 1953 and $24,718,978 in 1954.

In the U. S. in 1953, steady staff employment on radio covered 1,759 men on 383 stations for gross salaries of $13,152,858, as compared with 1,354 men on 302 stations for $12,393,391 in 1954. In local radio commercial employment in the U. S., total revenue amounted to $1,146,573 in 1953 and $908,415 in 1954. In single engagement commercial broadcasting employment, total salaries were $2,605,518 in 1953 and $2,089,758 in 1954. The grand total of radio broadcasting employment in the U. S., Canada and Puerto Rico in 1953 was $18,590,558 in 1953 and $16,997,768 in 1954.

In television in the U. S. in 1954, steady staff employment covered 440 men on 179 stations for total remuneration of $2,083,718, as against the 1953 totals of 137 men on an unspecified number of stations for gross salaries of $491,928. Single engagement commercial tv employment in the U. S. earned for musicians totaled salaries of $2,718,272 in 1954 and $2,461,347 in 1953, while tv films accounted for $1,288,830 in 1954 and $817,537 in 1953. The grand total from tv employment in 1954 rose to $7,721,210 from $6,086,851 in 1953.

The 1955 edition of *Official Proceedings* was distributed at AFM's 58th annual convention in Cleveland June 6-9 [B•T, June 13].

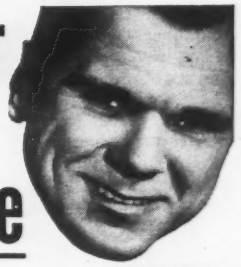
AFTRA Tells KTTV (TV) Crew Shouldn't Talk on Air

STATION technicians who engage in "chit-chat" with tv late-movie hosts while on the air will have to become members of the American Federation of Tv & Radio Artists, national live tv performers union, KTTV (TV) Hollywood was told by the AFTRA local there.

The question arose with an AFTRA complaint that KTTV movie host Jackson Wheeler was "frequently discussing commercial products and engaging in general chit-chat with his crew" while on the air.

"Consequently, we have notified KTTV that voices on or off camera must be covered by our contract, and that persons doing such voices must become members of AFTRA and be paid the proper fees," stated Claude McCue, AFTRA Hollywood executive secretary. KTTV stated that Mr. Wheeler has ceased conversational practices with his crew, pending a meeting

Four more reasons why you should buy


JACKIE COOPER

RICHARD CARLSON

JOAN CAULFIELD

EDWARD ARNOLD

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series... 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" ..."first class"!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

with the Hollywood AFTRA local tomorrow (Tuesday).

In another action, the national AFTRA board last week declared unfair the Kelley Kar Co. and its house agency, Coast Western Adv., both Los Angeles, at the Hollywood local's request. Kelley Kar has refused to sign the AFTRA contract or to submit required reports to pay contributions to the union welfare and pension fund, or to pay AFTRA scale to performers on the firm's live tv commercials, Mr. McCue charged.

Cartoonists List Demands In New Contract Bargaining

ADDITIONAL payments for use of tv commercial art in other media is one demand of the Independent Screen Cartoonists Guild, Hollywood, which started contract negotiations last week with Norman Wright Productions, John Sutherland Productions, Kling Studios Inc. and Storyboard Inc., all Hollywood.

Lawrence Kilty, business agent for the cartoonists, told B•T that the guild believes the artist should retain rights to material created for tv in subsequent use on billboards, black-and-white layouts, etc.

Another demand, the first time it has been asked by the cartoonists, is for residual payments on a 13-week unit basis. Mr. Kilty stated that unlimited use would be permitted by guild during the 13-week periods for each successive payment.

A further demand was for a 60-hour maximum work week during a seven-day period, with time and a half after 40 hours and double time after 50.

SCG has contracts with 25 Hollywood tv commercial production firms, with most of the contracts expiring on a staggered basis before the end of the year. Current negotiations will determine the guild pattern for other contracts.

Suit Charges AFM Trust Fund Violates Taft-Hartley Act

SUIT was filed in New York Federal District Court last week charging that the Music Performance Trust Fund, established for the benefit of the American Federation of Musicians, is in violation of the Taft-Hartley Act.

The action was brought by Joseph Gold of New York, owner of 200 shares of Decca Records. He asked for an injunction preventing Decca from making further contributions to the fund, and also asked the court to restrain Samuel R. Rosenbaum, trustee of the fund, from making further disbursements, and to require him to restore to Decca the amounts the company had paid in the fund.

The fund was established in 1949 under an agreement between the record manufacturers and the AFM, with record companies making contributions to the fund, which is used largely to provide employment for jobless musicians. Both Mr. Rosenbaum and Mr. Petrillo issued statements pointing out that the trust fund had been approved in 1948 by attorneys for the U. S. Labor Dept. and U. S. Attorney General. Mr. Rosenbaum acknowledged that an earlier trust fund was discontinued in 1947 because it was found to be in violation of the Taft-Hartley Act, on the grounds that it had been under the sole control of the union. The present fund differs from the first one, because he is the sole and independent trustee named by the manufacturers, Mr. Rosenbaum said.

Summertime Is Square Dance Time!

And the best square dances in America are yours in the SESAC Transcribed Library . . .

The Library that's lowest in cost for a complete Program Service

SESAC

"the best music in America"

475 Fifth Avenue **New York 17**

ATAS Board Vote Repudiates Charges Against Don Defore

ACADEMY of Television Arts & Sciences board of governors met last Wednesday to give President Don Defore a "unanimous vote of confidence and express their appreciation of the good work he has done," following charges made earlier in the week by Executive Secretary Isabelle Pantone that the actor has misused his office "as an instrument for his own personal promotion."

Appearing before the board to explain her charges that Mr. Defore is "running the academy to suit himself" and to request his removal as president, Miss Pantone accused him of holding no general meetings, censoring the minutes, improper handling of board meetings, passing of questionable bylaws and irregularities of nominating committees and elections, among other items.

The emergency meeting, presided over by Johnny Mercer, first vice president, was concluded when Mr. Defore reportedly announced that either he or Miss Pantone had to resign. Miss Pantone handed in her resignation as ATAS executive secretary, effective immediately, but retained her ATAS membership. Some disgruntled members have signified to B•T their intention of carrying this matter to the entire membership.

New York AFTRA Members Vote on Censuring AWARE

SOME 4,500 ballots were mailed out last Friday to paid-up members of the New York Chapter of the American Federation of Television & Radio Artists in a referendum to decide whether AWARE Inc. should be condemned for alleged "smear tactics" and "blacklisting" activities in the radio-tv field.

AWARE, an organization established to "combat the communist conspiracy in the entertainment field," was censured by a secret ballot of AFTRA members at a meeting several weeks ago. The decision to hold a referendum was made after several AFTRA members, who also belong to AWARE, made request for a balloting among the membership.

Agency Pays Arbitration Award

ROBERT C. CULBERTSON Adv., Los Angeles, has been removed from the unfair list of the American Federation of Tv & Radio Artists following payment of $2,768.40 arbitration award to members of a singing jingle quartet, which presented a Urcap Tire Recapping process jingle on KMPC Hollywood during 1953 and 1954.

Compliance of the Culbertson agency was announced last week by Claude McCue, AFTRA Hollywood chapter executive secretary. The dispute had involved the proper rates applicable to the live Urcap commercials, which had been performed for approximately 33 weeks before AFTRA took action.

Publicists Vote for IATSE

BY a ballot of 170 to 8, Publicists Guild membership voted in favor of affiliation with the International Alliance of Theatrical & Stage Employes. Formal application for a charter was filed with IATSE last Tuesday. It is expected to be granted next week.

O'MALLEY FAVORS PAY TV AT BOTH ENDS

Sponsors buying time and viewers paying for the same program envisioned by Dodger president during pro and con discussion on CBS-TV's 'See It Now' program.

FIRST unequivocal expression in favor of advertising on subscription television was made last week by Walter O'Malley, president of the Brooklyn Dodgers on Edward R. Murrow's *See It Now* program (Tuesday, 10:30-11 p.m. EDT, CBS-TV).

Up to the present, although there has been much speculation about sponsored pay tv, proponents have pretty much shied away from endorsing the idea. Zenith, one of fee tv's prime advocates, recommended that the FCC ban advertising completely on subscription tv. This was made in its official comments filed two weeks ago with the FCC [B•T, June 13].

Here are Mr. O'Malley's exact words:

"Yes. I can see no objection to that. You buy a newspaper. In that newspaper are paid advertisements. You ride in a subway in New York City and you pay your fare to ride in that subway, and all the time you're riding you see those colorful car card displays in the subway system. They're all paid advertising. Or if you buy a magazine, it has paid advertising in it, or if you pay to go in a ball park, you see paid advertising on the fences and you have paid advertising in the program. So why shouldn't there be sponsored 'pay-as-you-see' television. I like the idea because I think that would help to bring the price down to the average viewer."

Stanton Statement

The *See It Now* program last week explored the controversial issue of pay-television and elicited a statement from Dr. Frank Stanton, president of CBS Inc., that CBS-TV, despite its opposition to toll tv, will go into it if FCC authorizes the fee system.

In reply to a question Dr. Stanton said he thought it would be "natural" that CBS-TV, as well as NBC-TV and ABC-TV, would provide programming if pay-television were approved. In earlier remarks, he had made it clear that CBS-TV was opposed to subscription television, declaring that the system would hijack the American public into paying toward their own television sets, and added:

"In a sense this is a betrayal of the public, which has spent $13.5 billion for approximately 35 to 36 million television sets. It's a betrayal in the sense that they're now being asked to pay under the system of pay-television for something they got as a free right when they bought their sets."

Dr. Stanton expressed the view that free tv and toll tv cannot live side by side. He explained that the more popular stations would be the first to turn to toll tv and place this programming in the peak evening viewing time periods. In turn, he added, the other station or stations in town would turn to pay-television. Consequently, he said, a situation would emerge under which the viewer would have "no choice but the choice of paying or the choice of not watching television."

Amplifying his statement that CBS-TV and other networks would go into toll tv, if approved by FCC, Dr. Stanton stressed that the network's interest does not lie in that direction—although, he said, CBS-TV probably could make as much money through pay-tv as through free television.

The position of subscription tv was spearheaded by James M. Landis, former dean of the Harvard Law School and currently general counsel of Skiatron Electronics & Television Corp., New York, developers of the "Subscriber-Vision" system of pay-tv, and Paul Porter, former chairman of FCC and counsel for International Telemeter Corp., developers of the Telemeter system of subscription tv.

By and large the arguments expressed both pro and con on the program were reiterations of those presented by advocates and opponents to the FCC a week earlier [B•T, June 13].

Dean Landis contended subscription tv will improve television by presenting programs that advertisers cannot afford. He said he foresees two general types of programs for pay tv: programs that have a wide appeal, such as top-flight feature films, stage plays and athletic events, and programs with less limited appeal, such as opera.

'Captive Audience' Possibility

Dean Landis was asked by the *See It Now* reporter if the possibility existed in a community with one tv station that the audience would become a "captive audience" under the toll tv system. Dean Landis said he did not think this would happen. He explained that his company is asking the FCC for the right to utilize many of the uhf bands, which are not now in use, and added:

"There are some isolated communities in this country which have only uhf, but they are not likely to be subscription television markets, and I see no reason why, for example, the [Federal] Communications Commission, in an effort to protect a situation of that nature, shouldn't place a limitation and say—you can only come into a community where, say there are at least two other stations that have—that are operating—vhf—uhf, as the case may be. It's easy enough to protect yourself against stealing away free air. We're not trying to steal free air. We're trying to make air."

Mr. Porter claimed that proponents of subscription tv are not trying to "force anything on the public," but merely want an opportunity to have the public decide. He noted that International Telemeter's system opens the possibility of carrying two programs on the same channel. This double program, he said, "will not disturb sponsored tv other than to subject it to the competition of free enterprise."

Robert E. Sherwood, playwright, who spoke on behalf of the authors league, voiced the belief that toll tv would permit the production of dramatic shows of "much higher quality than

"Why not run our ads the painless way, Boss—just let those KRIZ Phoenix personalities ad lib them?"

Still more reasons why you should buy

PRESTON FOSTER

ROBERT STACK

SALLY FORREST

DAVID BRIAN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Sponsors of all kinds have switched to The Playhouse because of its consistent high quality. No other filmed dramas you can buy offer this top combination of "name" stars, taut stories, elaborate production.

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

Pay Tv on Radio

PAY TV was scheduled to be discussed on radio Friday night on MBS' *Forbes Reports* (10-10:15 p.m. EDT) when Millard C. Faught, Zenith consultant, and Marcus Cohn, Washington attorney for the Joint Committee Against Toll Tv, debate their respective positions.

we have been getting," and would aid the introduction of "new ideas that sponsors would be very reluctant to pay for until they have proved themselves." Mr. O'Malley stated that pay television is "an economic necessity" if baseball is to exist. He said 50¢ would be "a fair fee" for a baseball game on toll tv.

Another opponent on pay-tv appearing on the program was P. A. (Buddy) Sugg, manager of WKY-TV Oklahoma City. Mr. Sugg made the point that if operators of pay-television believed they could supply a better program service than station operators, they should apply to FCC for special frequencies. He said "these promoters" are trying to "use the road that someone else built and they don't propose to maintain it." He replied to a question on the probability of toll tv supplying better motion pictures than sponsored tv by saying that "the motion picture companies could make just as lousy pictures for television as they have made for the motion pictures."

A reporter for *See It Now* questioned about 10 men and women in Oklahoma City with respect to their attitudes on pay-tv. Several spoke in favor and several against the system, but most of the persons indicated they had only a hazy idea of what toll tv was about.

A brief "demonstration" of Subscriber-Vision (Skiatron) opened the program.

Mr. Landis spoke earlier last week at a luncheon in New York arranged by Skiatron, and predicted that the FCC would authorize pay tv within a year and the system chosen would be Skiatron's Subscriber-Vision. He said he believed Subscriber-Vision would be the designated system because it is "the most simple, the most economical and the most workable" of systems offered. He said Subscriber-Vision has "proved itself," citing tests that have been carried over WOR-TV New York.

AB-PT EXPANDING INTO DISC FIELD

Sam Clark, of Cadence Records, named president of new company, which will operate as wholly-owned subsidiary of AB-PT. Plans call for enlisting top entertainers and developing own talent for phonograph records of all three speeds.

ENTRY into the field of phonograph records by American Broadcasting-Paramount Theatres Inc., owner and operator of ABC as well as other enterprises, was announced in New York last week.

Sam Clark, general manager and vice president of Cadence Records, which he helped form with Archie Bleyer three years ago, is president of the company, according to Leonard H. Goldenson, president of AB-PT.

Formation of the new company, which will operate as a wholly-owned subsidiary, was announced Monday at a news conference in New York. Headquarters of the firm—as yet a corporate name has not been selected—will be in New York, with recording mainly in New York and Hollywood and also in other parts of the country as need be.

Mr. Goldenson noted that this new activity of AB-PT was another step into the fields of entertainment and electronics. AB-PT, in addition to its ABC ownership, owns and operates the United Paramount Theatre chain, has 35% of the new Disneyland amusement park on the West Coast and has a third ownership in Microwave Inc., developer and manufacturer of electronic equipment and tubes.

As yet, the label of the AB-PT record product has not been determined but a short name making use of the words, "American" and "Paramount" is favored.

Mr. Clark said the company "will seek, at once, to enlist under its label the very finest of artists and other talents available. We want a roster of the best possible people in the entertainment business." The firm, he said, will wish also to develop its own stars in the popular, classical, country, western and jazz categories.

The new company will not enter the market in "strength," according to Mr. Clark, until the first of the year but will be "in business" in several months in the "children's and package-goods' fields."

AB-PT executives said ample financial resources will be available for the company, adding, however, that the record firm will be operated independent of other subsidiaries with all networks, for example, accorded equal opportunities and tie-ups.

Although no definite connections with Walt Disney were recognized, Mr. Clark said the firm "hopes for some sort of alliance for production of Disney material." Distribution, he said, will be through independent channels. He said the facilities of ABC probably would be used in "launching and developing" the new company. Pressings will be contracted for with other companies, the AB-PT recording arm at present keeping out of the manufacturing end. Records will be of all three speeds and pricing structure will follow the general pattern of other record companies, it was stressed.

Thesaurus Radio Series To Tell Grantland Rice Story

RCA THESAURUS announced last week that it has adapted Grantland Rice's "The Tumult and The Shouting," a non-fiction best seller for nearly a year, as a radio show series with the subtitle of "The Grantland Rice Story." The radio show features sportscaster Jimmy Powers, and includes recorded interviews with ex-heavyweight champions Jack Dempsey and Gene Tunney, former jockey Earl Sande and Ford Frick, commissioner of baseball, and others.

Series, the first fully, transcribed program to be incorporated into the library as a 20th anniversary feature, is slated for initial broadcast on June 27.

Sid Caesar Acquires Control Of Box Office Television Inc.

BOX OFFICE TELEVISION Inc., New York, announced last week that comedian Sid Caesar has acquired control of the closed-circuit tv company and has been elected president. Mr. Caesar had been a vice president and director of the firm.

Wallace A. Ross and Edward A. Rosenberg will continue with BOTV and have been elected vice presidents. Milton N. Mound, New York attorney, continues as chairman of the board. Arthur Knorr, formerly executive producer of Roxy Theatre stage shows and a tv producer, has joined the company as a vice president.

PROGRAM SERVICE SHORTS

Howell-Rogin Studio Inc., N. Y., owner of Cellomatic process of animated projection, has appointed Affiliated Program Service, same city, as sales representative in film field.

PROGRAM SERVICE PEOPLE

Gilbert McKean, Columbia Records, Bridgeport, Conn., appointed to new post, consumer relations director; **Irving Townsend,** advertising manager, appointed to new position, executive assistant to executive vice president.

Joe Forest, vice president and creative director, Transfilm, N. Y., to London to serve as consultant to Pearl & Dean Productions Ltd. where he will assist in setting up tv commercial organization.

James M. Stacey, radio, recordings and transcriptions manager, Fred Waring's Pennsylvanians, has resigned with future plans unannounced.

Paul Simqu, publicist, Lou Smith Organization (public relations), Beverly Hills, Calif., to radio-tv promotion dept., Paramount Pictures, Hollywood.

You Get All This EXTRA when You Buy WCKY

L. B. Wilson INCORPORATED WCKY CINCINNATI O.

*Average Share of Out-Of-Home Audience

6 a.m.-6 p.m.; Mon. thru Sun.
Summer '54; Winter '55

WCKY	28%
Net Sta. A	20%
Net Sta. B	14%
Net Sta. C	7%
Net Sta. D	12%

*Pulse

Buy ALL The Market—Buy WCKY

CBS PICKS HARDY FOR TOP CAPITAL JOB

NARTB government relations vice president will succeed Earl Gammons as Washington chief for the network. Gammons, after 13 years at the post, will become Washington legislative consultant.

ONE of Washington's top broadcasting posts will change hands Sept. 1 when Ralph W. Hardy, NARTB government relations vice president, joins CBS Inc. as vice president in charge of its office in the nation's capital. He succeeds Earl H. Gammons, current vice president who has directed the office 13 years, nine of them as a vice president.

Mr. Gammons, one of the best-known figures in the industry, is retiring but will continue with CBS Inc. in a consulting capacity. He plans to open a Washington legislative consulting office [CLOSED CIRCUIT, June 13]. He will be 62 next month and has been with CBS since 1929. Mr. Hardy is 39.

In accepting Mr. Hardy's resignation, which is effective Aug. 10, NARTB President Harold E. Fellows wrote, "I need not underscore the tremendous contribution you have made to the nation's broadcasters. Your courageous representation of the industry before the Congress and before other federal bodies, your articulate presentation of our problems to various national and international organizations, and your continuing devotion to duty have earned for you the respect and affection of broadcasters everywhere."

Mr. Hardy is to represent NARTB this month at the UN celebration in San Francisco. He is vice president of the U. S. National Commission for UNESCO.

The letter of resignation voiced Mr. Hardy's gratification at NARTB's high membership mark (over 2,000 this week). He attributed as a major factor Mr. Fellows "vigorous leadership and the loyal efforts of a truly devoted staff."

The resignation depletes NARTB's two-man government relations department. Oscar Elder, assistant vice president under Mr. Hardy, has resigned to join the Robert K. Richards public relations office in Washington [B•T, June 13].

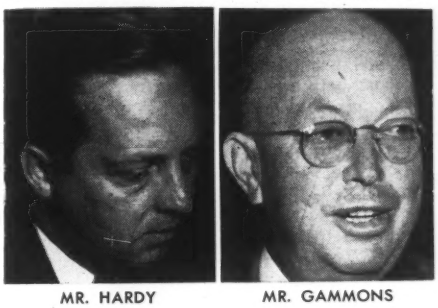
Appointment of a successor awaits action by President Fellows, who is expected to consult with the NARTB board at its Thursday-Saturday meeting this week on the advisability of naming someone within NARTB or appointing a person outside the association's ranks (board story, page 64).

Mr. Gammons entered radio when Washburn Crosby Co. acquired WLAG Minneapolis and renamed the station WCCO. Soon he was sales manager and in 1933, after full acquisition of WCCO by CBS, he was named manager. He held this position a decade, being transferred to Washington in 1942 as director of the network's capital operations. In 1946 he was named vice president of CBS Inc. [See OUR RESPECTS, B•T, May 23].

His genial personality, fund of stories and wide acquaintance in official Washington have brought him wide renown. He numbers many top officials among his friends and has the knack of appearing at the right Washington place at the right time. Early in the Eisenhower Administration, Washington knew that Mr. Gammons had been among the first to play golf and bridge with the President.

Mr. Hardy has similarly acquired respect around the nation's capital for his effectiveness as a government contact man. Before committees he presented an eloquent and sincere case for the industry, in the opinion of those who have watched him in action.

Mr. Hardy joined the old NAB in August 1949 as first director of the then new Radio Division. The next February he was given the government relations assignment, with elevation to a vice presidency coming three years later. Prior to NAB service he was assistant general manager of KSL Salt Lake City, which he joined in 1937, serving in programming and sales roles. His first NAB contact came in 1944



MR. HARDY MR. GAMMONS

when he was named chairman of the Program Managers Committee of NAB District 14. He was named to the national committee a little later and in 1947 became first chairman of the new Educational Standards Committee.

He is a bishop of the Church of Jesus Christ of Latter Day Saints (Mormon), and served the church as a foreign missionary as well as in important domestic roles. He is married and has five children.

Return Engagement

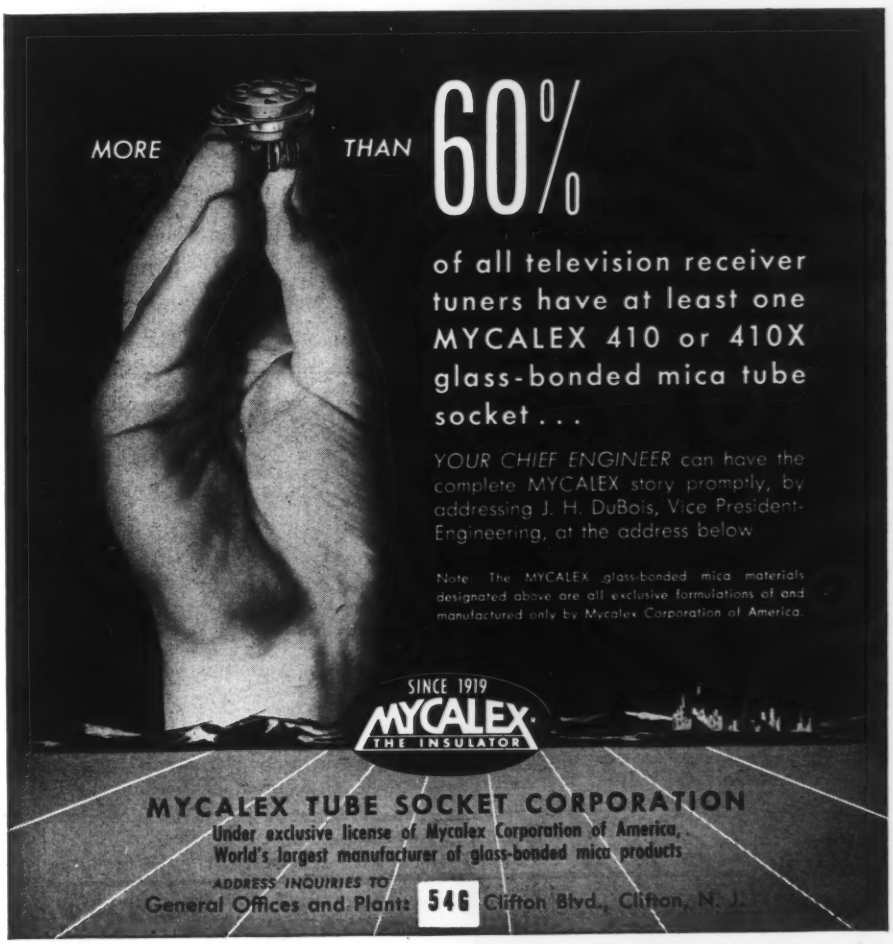
JAMES C. PETRILLO, president of the American Federation of Musicians, will appear on the premiere showing of *America's Greatest Bands* program on CBS-TV, June 25, 8-9 p.m. EDT. The new program, which replaces the Jackie Gleason show, is produced by Jackie Gleason Enterprises. A fortnight ago at the AFM national convention in Cleveland [B•T, June 13], Mr. Petrillo praised Mr. Gleason for providing tv opportunities for bandsmen. The program is co-sponsored by the Nestle Co., through Bryan Houston Inc., and Procter & Gamble Co., through Compton Adv.

Pittsburgh Ch. 11 Grantee To Be CBS-TV Primary Outlet

TELEVISION station to be operated by WWSW Inc. on ch. 11, starting in the fall, has signed as the primary CBS-TV affiliate in Pittsburgh and will be a basic required station when in operation, it was announced jointly last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Oscar (Pete) Schloss, president of WWSW Inc.

Transmitter for the new station, which has no identifying call letters as yet, will be located near downtown Pittsburgh. WWSW is located in the Hotel Sherwyn in Pittsburgh.

WWSW Inc. is the result of a merger on


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plant: 546 Clifton Blvd., Clifton, N. J.

SATISFACTION is evident at this meeting of CBS-TV and WWSW Inc. officials after the newly-granted ch. 11 station, scheduled for a fall start, signed to become the primary CBS-TV affiliate in Pittsburgh. L to r: Herbert V. Akerberg, CBS-TV vice president in charge of station relations; Oscar (Pete) Schloss, president of WWSW Inc., and Ed Shurick, CBS director of station relations.

June 2 of parties in a hearing before the FCC for ch. 11 in Pittsburgh [B•T, June 6]. The new corporation is owned 50% by H. Kenneth Brennen and other members of his family operating under the name of the Pittsburgh Radio Supply House Inc. (WJAS), and 50% by the William Block family and the *Pittsburgh Post-Gazette* (WWSW-AM-FM). The Westinghouse Broadcasting Co. originally had been involved in the hearing, but withdrew upon its acquisition of KDKA-TV Pittsburgh.

'Gobel' Summer Replacement

NBC-TV summer replacement program for the network's *George Gobel Show* will be produced by Gomalco Inc., Hollywood, production-packaging firm in which Mr. Gobel and his partner, David O'Malley, are partners.

The yet-unnamed half-hour summer show will be telecast 10 Saturdays in a 13-week cycle, starting July 9. Armour & Co., Chicago (Lilt home permanent), and Pet Milk Co., St. Louis, which sponsors the NBC-TV *George Gobel Show*, will also sponsor its summer replacement.

'MONITOR' BUYERS CANNOT JUSTIFY PROGRAM PURCHASES, SRA BLASTS

Station Representatives Assn. tells members that new NBC Radio show is 'pig in a poke.' SRA charges that 'it is not known what stations will clear, what times they will clear, or much of anything else.' The network refutes the accusation.

A BULLETIN blasting NBC Radio's new all-weekend *Monitor* program as a "pig in a poke" for advertisers was circulated by Station Representatives Assn. among its members last week.

The network countered that advertisers know full well what they're getting—and when and on what stations—when they buy participations in the program which, after a shortened premiere a week ago (see IN REVIEW, page 14), was to get rolling this past weekend as a round-the-clock special running from 8 a.m. Saturdays until 12 midnight on Sundays.

NBC officials also told B•T Friday that, in the average half-hour of weekend network option time, 150 of the 197 NBC affiliates are carrying *Monitor*, and that most of those not carrying are small stations in small markets with small network rates. They said those carrying the program represent an average, per half-hour of the network option time, of 82.28% of the full network rate.

'Bargain Basement Special'

The SRA bulletin to members said, "There's no denying that *Monitor* is cheap, but like a bargain basement special, you don't know who made it, how long it will wear, or whether it will really fit." Further, SRA contended, "a buyer of *Monitor* cannot prove or even approach a reasonable defense of his purchase on the basis of facts."

The bulletin also claimed NBC had, with permission, listed "at least one" advertiser as being a *Monitor* buyer "although in truth he is not." This advertiser, SRA maintained, is "a prominent midwest oil company, marketing regionally," which had used a weekend package on an NBC o&o station "for some time" and which agreed to let NBC "use his name as being a *Monitor* buyer."

To this specific charge NBC spokesmen responded that *Monitor* sales and advertisers had been correctly reported. There currently are 13 network *Monitor* advertisers, they asserted.

The SRA bulletin, dated June 13, maintained that "As of recent date, the only factual supporting data on the subject of *Monitor* seems to be" that "(1) the agency sends out one order; (2) the advertiser gets one bill; (3) *Monitor* will definitely be heard on the NBC o&o stations."

To its own question as to how an advertiser can merchandise *Monitor* to his dealers "on anything but a blue sky basis," SRA gave this answer: "Unfortunately, since it is not known what stations will clear, what times they will clear, or much of anything else, and since all announcements *float* between 8 a.m. and midnight, EDT, blue sky is all that can be used."

SRA also contended there is "no answer" to such questions as "what time of day will an advertiser's commercial be broadcast? What will the audience composition be? And what evidence is there that *Monitor* will be a popular program?" As of May 16, SRA asserted, about 110 NBC affiliates indicated they would clear "for some portion" of the program ("leaving roughly 90 stations or 45% still uncertain").

SRA claimed that of the 110 stations "many . . . will carry only in network option time, and many just 'at their own convenience.'"

The bulletin quoted the NBC *Monitor* rate card as saying that "prices guarantee clearance of stations with aggregate rates equivalent to 75% of the applicable full-network total." But this, said SRA, *"could"* be accomplished by clearing the five NBC o&o stations, five other "high-priced" affiliates, and the 154 supplementary affiliates, leaving many important markets with no *Monitor* coverage.

Belittles Coverage

Even if all NBC affiliates clear for *Monitor* "it isn't sensational," SRA argued. It maintained that 88 of the approximately 200 NBC affiliates are located in markets below the top 161 according to the U. S. census, and that NBC has no local affiliates at all in five of the first 50. All 50 markets could be covered with more powerful stations by spot advertising, SRA contended.

In answer to the SRA bulletin, Alfred Stern, director of operations for *Monitor*, maintained that advertisers definitely know what they're buying when they schedule participations in the weekend series.

Reiterating that 150 stations are carrying the average half-hour of network option time in *Montitor* and that, in the average half-hour *Montitor* stations represent over 82% of the full-network rate, he said:

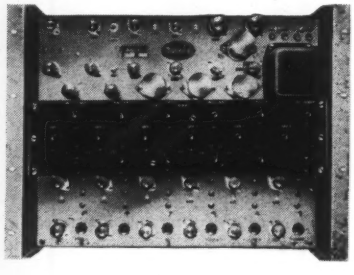
"Radio network sales are only in the 14 network option time periods.

"Each of the 13 *Monitor* network advertisers knows exactly the number and identity of the stations carrying each of his announcements and the half-hour periods in which his announcements are carried by these stations.

"These two facts destroy the entire SRA statement which is based on the assumption

Wickes

MULTI-BURST GENERATOR Model MBG-1



A video test signal generator for quick and accurate frequency response checks of complete television systems, distribution networks, or components. Individual oscillators provide 13 discrete bursts of sinusoidal frequencies from 0.5 to 6.0 mc, in six overlapping ranges. Produces any six frequencies simultaneously. Adjustable sync pulse, blanking pedestal, and white reference level.

Wickes manufactures a complete line of color television instruments for signal generating and distribution, test and measurement, and signal certification. Write for detailed information.

Wickes ENGINEERING AND CONSTRUCTION COMPANY

ESTABLISHED 1920

12TH STREET AND FERRY AVENUE CAMDEN 4, NEW JERSEY

that the advertiser must speculate as to which stations are carrying his announcements and which markets he is reaching."

The 14 weekend hours of network option time are 10 a.m. to 12 noon, 3-6 p.m., and 7:30-10:30 p.m., all on Saturdays, and 3-6 p.m. and 7-10 p.m. Sundays. Gross prices are: $1,000 apiece for minute announcements; $3,000 for a minimum package of four half-minute announcements per weekend; $3,000 for a minimum package of 10 six-second billboards ("posters") per weekend. A special introductory dividend plan also is in effect until Oct. 1.

Suit Against CBS, Others Must Be Tried by Jury

A JURY trial must be held to decide the $500,000 infringement suit filed two years ago against CBS by writer John W. Greene concerning CBS-TV's *You Are There*, according to a ruling by Santa Monica Superior Judge Stanley Mosk. CBS, whose basic contention is that ideas, if they ever were, are no longer protectable in California, asked for a summary judgment which was refused by Judge Mosk on the basis that there are too many complex issues involved.

Mr. Greene, who also named N. W. Ayer & Son and Electric Light & Power Companies, has charged that *You Are There* is based on a radio program idea titled *Broadcasting History* which he co-created and submitted to the network in July 1947 after registering it with the Screen Writers Guild two years previously [B•T, July 27, 1953]. Affidavits, submitted by network news commentators Edward R. Murrow, Davidson Taylor and Jeremy Daniel, claim that the idea for a historical programs was conceived in March 1947 by the New York studio staff.

Arthur Godfrey Loses Lone Remaining Writer

THE last of CBS performer Arthur Godfrey's writers submitted his resignation last week. In April, three writers were fired by Mr. Godfrey along with six performers [B•T, April 25, 18].

The last casualty is Andrew A. Rooney, reportedly a writer for Mr. Godfrey since 1949. The parting was said to have been amicable, but Mr. Rooney was quoted last week as saying Mr. Godfrey was using less prepared material "and no writer can stand putting his stuff down on paper if no one reads it, even if he's well paid." (Mr. Godfrey's salaries for writers had been reported at $25,000 to $35,000 a year).

Mr. Rooney also said Mr. Godfrey had suggested he remain with him until he found the job he wanted.

JOS. WEED & CO.,
579 Fifth Ave., New York
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

TRENNER HEADS MUTUAL SALES

Takes vice president's post in realignment that also includes promotions for Sydney Allen and Carroll Marts.

IN a realignment of Mutual Broadcasting System's sales operation, Harry Trenner, veteran sales and advertising executive, last week was appointed vice president in charge of sales for the network. He fills the vacancy created earlier this year when Adolf N. Hult resigned.

MR. TRENNER

Mr. Trenner's first move was to promote Sydney P. Allen, eastern sales manager of Mutual to vice president in charge of sales for the eastern division, and Carroll Marts, director of the central division, to vice president of that division.

The appointment of Mr. Trenner to his new post follows by less than a week his sale of Station Films Library Inc. to General Teleradio Inc., a majority stockholder of Mutual [B•T, June 13].

Before establishing the tv film library service in 1954, Mr. Trenner had been associated with William H. Weintraub & Co. for 11 years as a partner and vice president in charge of radio and television. Previously he had been a sales executive for Mutual from 1941 to 1943, and also had served as sales manager of WNBF Binghamton and as a salesman for WSYR Syracuse.

MR. ALLEN

MR. MARTS

Mr. Allen joined Mutual's sales staff in 1936, and was named administrative manager of network sales in 1950 and eastern sales manager last year. Prior to joining MBS, Mr. Allen was associated with Conde Naste Publications and The Dell Pub. Co.

Mr. Marts has been director of Mutual's central division since 1952 and has been with the network since January 1943. Previously he had been with the Atlantic & Pacific Tea Co. for 13 years.

Kennedy Aids Govt. on Polio

ROGER KENNEDY of NBC's Washington news staff is working with the government in expediting the release of information on the Salk polio vaccine. According to the network, Mr. Kennedy took the assignment at the request of Roswell B. Perkins, Assistant Secretary of Health, Education & Welfare. Mr. Kennedy will not be on the government payroll.

gentle reminder

Besides color, we were first in the Panhandle with maximum power. Besides power, we're first in tower height, first in audience, first in time sales. And, for the third consecutive year, Amarillo is first in the nation in retail sales per household. For other firsts, see our reps, The Katz Agency.

KGNC AM & TV Amarillo, Texas
NBC and DuMont Affiliate
Channel 4

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

AIMS MEMBERSHIP
by Invitation Only!

Always the Best
Independent in the Market!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada — CKXL
New Westminister, B.C. — CKNW

Only one in each market

Membership by invitation only

RADIO GROUP

KTVH WINS In
Wichita-Hutchinson Area
(April 1955 Pulse)

15 out of 15 top programs!
Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

DODGE DIV. of Chrysler Corp. signs with NBC-TV for sponsorship of the 55th National Open Golf Tournament from San Francisco's Olympic Country Club on June 18. L to r: George H. Frey, NBC vice president in charge of tv network sales; Jack W. Minor, Dodge Div. director of advertising and merchandising, and Isaac Grainger, U. S. Golf Assn. president.

CBS-TV Refuses to Air Spillane Film Spots

FIGHT to show spot announcements for his United Artists film "Kiss Me Deadly," based on a Mickey Spillane detective novel, on KNXT (TV) Hollywood was carried to top CBS-TV echelons last week by producer-director Robert Aldrich.

Following refusal by Edward Nathan, CBS-TV West Coast manager of editing [B•T, June 6] to permit the "Kiss Me Deadly" spots on KNXT because they were "detrimental to KNXT and the public interest," Mr. Aldrich wired both CBS Board Chairman William Paley and KNXT General Manager James Aubrey Jr., asking clarification of the network policy on the matter.

Other Hollywood stations, including KRCA (TV), KTTV (TV), KTLA (TV) and KABC-TV, have accepted "Kiss" spots, Mr. Aldrich pointed out. Moreover, in the past KNXT has accepted spots for a UA picture "The Moon Is Blue," which was refused Motion Picture Production code approval—something "Kiss" has, he added.

". . . The fact that other CBS stations around the country and other local tv stations have accepted these spots (for "Kiss") is proof that they were rejected in an arbitrary assumption of power by someone determined to flaunt the purpose of the (Motion Picture) Production Code Administration," Mr. Aldrich declared in a formal statement issued last week.

In the statement, he informed CBS that his attorneys are "investigating . . . legal action for damages or an apology, but stressed he felt that the basic issue was ". . . whether MPPCA approval qualifies a film for air time on CBS Radio and/or tv outlets, or whether CBS intends to maintain the right to individually examine each picture prior to accepting advertising on that picture."

If the network adopts the later position, he will ask MPPCA President Eric Johnston for a "decision on how best to combat this new inroad and new threat of censorship to our product," Mr. Aldrich declared.

Mr. Nathan told B•T: "The handling of this matter was normal CBS editorial judgment with respect to all advertising material. We don't feel obligated to agree with the Motion Picture Production Code any more than they have to agree with the NARTB Code."

Molotov to Face Newsmen On CBS Radio-TV Sunday

V. M. MOLOTOV, Russia's Minister of Foreign Affairs and First Deputy Premier, will submit to newsmen's questions before nationwide television and radio audiences for the first time next Sunday on the CBS *Face the Nation* program (CBS-TV, 4:30-5 p.m. EDT; CBS Radio, 10:05-10:30 p.m. EDT), CBS announced last Thursday.

The announcement said acceptance of the invitation for the "history-making and exclusive" broadcast had been confirmed in a telegram from Mr. Molotov's official party. The interview will originate in San Francisco, where the United Nations 10th anniversary commemorative meeting—which is slated to get extensive coverage by most radio and tv networks—is being held today (Mon.) through Sunday. *Face the Nation* is carried by approximately 100 radio and 75 tv stations, said by CBS to be the largest radio-tv station lineup for any panel discussion program.

Summertime Radio Promotion Material Distributed by CBS

CBS Radio has mailed promotion and exploitation material to its affiliates as part of its summer program promotion campaign. The theme: "Radio's Fun . . . Everywhere Under the Sun."

Ease and flexibility of summer radio listening are stressed, according to Murry Salberg, manager of program promotion for CBS Radio, who noted that this season an added feature includes material for a suggested contest to be held by stations. Listeners would be asked to complete a letter beginning "Radio's fun in the summertime because. . . ." in 50 words or less. The winner would be given a CBS-Columbia portable radio by the station.

Significant facts about the size and scope of the medium are included in the CBS Radio kit, which provides ads, exploitation suggestions, on-air announcements, and special material for disc jockeys and women commentators.

Typical women's program announcement gives helpful hot-weather hints, of which one urges: "Take full advantage of that wonderful summertime occupation—your upstairs, downstairs or portable radio."

'McGee & Molly' Add Daytime

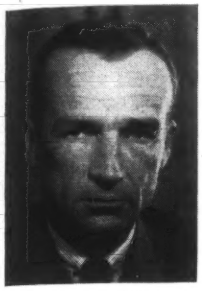
NBC Radio's *Fibber McGee and Molly* program will be launched as a daytime radio show on that network beginning June 27 (Mon.-Fri., 11:45- a.m.-12 noon EDT) after more than 20 years on nighttime radio. The daytime show is in addition to the NBC Radio nighttime series (Sun.-Thurs., 10-10:15 p.m. EDT).

Give by the Sword

INSIGNIA created by Georg Olden, graphic arts director of CBS-TV, for the 1955 New York Cancer Committee's television drive has proved so effective that the committee has decided to make it the official promotional design for next year's campaign. The design will be used in all 1956 campaign media, including posters, billboards, magazines, newspapers and television. The insignia makes use of the word, "give," with the sword symbol substituted for the letter "I."

V.P. Takes LL. B.

GEORGE Y. WHEELER, RCA Washington vice president, received a law degree this week from the George Washington U. in Washington, at age 38.



MR. WHEELER

Mr. Wheeler, who graduated from Princeton and took a page boy position with WRC, the NBC owned and operated station in the Nation's Capital, started his law course while serving as program manager for WRC after returning from Europe where he was an NBC wartime correspondent. Prior to his designation as RCA vice president in Washington, Mr. Wheeler served as assistant vice president of NBC with NBC's Washington Vice President Frank M. (Scoop) Russell. The law course originally started as an audited course in legal problems concerning program managers.

KFAB to NBC; WOW to CBS

KFAB Omaha was to join NBC Radio as an affiliate yesterday (Sunday), replacing WOW Omaha, which moves to CBS Radio. KFAB, owned by the KFAB Broadcasting Co., is a 50 kw outlet on 1110 kc. WOW, licensed to Meredith WOW Inc., is on 590 kc with 5 kw.

NETWORK PEOPLE

Tom Naud, NBC-TV production staff, named associate producer of *Tonight* show.

Hal Fimberg, Hollywood writer-producer, and **Greg Garrison,** formerly with NBC-TV *Milton Berle Show,* to CBS-TV *Bob Crosby Show,* as co-producer and director, respectively.

Carroll Carroll, writer, CBS-TV Bob Crosby program, to CBS-TV *Johnny Carson Show* in similar capacity.

Doug Whitney, co-producer, CBS-TV *New Red Skelton Show,* to program dept., CBS-TV Hollywood, as executive on special assignments.

David Stone Martin, graphic arts dept., CBS-TV, additionally commissioned to illustrate all teaser drawings for *U. S. Steel Hour,* sponsored by U. S. Steel Corp., when it makes July 6 debut on CBS-TV.

1,000,000 WATTS
1st in Power and Coverage
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

— PROFESSIONAL SERVICES —

Television Electronics Fund Exceeds $100 Million Mark

SALES of Television Electronics Fund have exceeded the $100 million mark and the fund has been adding new shareholders at the rate of approximately 2,000 a month, Chester D. Tripp, TEF president has reported. Actual amount of the investment fund is now $100.3 million.

During 1954 sales hit $25 million to rank the fund among sales leaders in the industry. Sales ran at the rate of $4 million monthly toward the close of last year. Earlier this year TEF's assets were placed at the $70 million mark. The fund, which boasts shareholders from Europe, South America and Hawaii, as well as the U. S., started with $100,000 in assets in 1948.

Franco Forms New Firm

CARLOS FRANCO has announced the formation of Carlos Franco Assoc., 420 Madison Ave., New York. The firm will act as consultants in the fields of merchandising, marketing and advertising research.

MR. FRANCO

Mr. Franco, former general sales manager for Crosley Broadcasting Corp., also had a 15-year association with Young & Rubicam Inc., advertising agency, New York.

Comedy Workshops Expanded

"COMEDY WORKSHOP" units, similar to the National Assn. of Gagwriters' activity conducted in New York City for the past 10 years, have been formed in Chicago and Cleveland, the association has reported.

The workshop, which works to discover, develop and encourage talent in the comedy-entertainment field, has a target of 20 cities by September. This Wednesday at Marlin Studios in New York, the association's workshop will hold the 10th annual graduation exercises.

PROFESSIONAL SERVICE SHORTS

Bosh Stack Assoc., N. Y., retained as public relations counsel for Olmsted Sound Studios, N. Y.

Equestrian Trails Inc., L. A., California horseman's group promoting acquisition and preservation of state's bridle trails, names Tierney-Ross (public relations), Hollywood. Tv-radio is planned.

PROFESSIONAL SERVICE PEOPLE

Lee Salberg, managing editor, Chicago *Tv Guide,* appointed Wisconsin *Tv Guide* edition manager in Milwaukee.

Paul C. Ridings, co-owner, Witherspoon & Ridings (public relations), Ft. Worth, Tex., **Robert Carl,** account executive, and **Jean Jordan,** account assistant, transfer to Dallas office.

WLS
gives you
All 3
Market...
Coverage...
Programming
Contact us or call your John Blair man TODAY!
WLS The Prairie Farmer Station CHICAGO 7
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

WTVD
DURHAM-RALEIGH
now has
245,690
TV SETS (source: Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
RICHMOND, Virginia
WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED

People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station, WJPG translates this "Sports-happy" audience into Volume Sales.

People in Northeastern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

People in Northeastern Wisconsin like Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5000 w Day—500 w Night
WJPG MBS GREEN BAY, WIS.
Burn-Smith Company—Representative

Now it costs less to sell

MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9

KEYD TV

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC

DUMONT LABS ENTERS RADIO SET FIELD

Firm also discloses its plans to manufacture hi-fi units.

ALLEN B. DuMONT Labs has entered the radio set manufacturing field. Disclosure that DuMont was considering such a step was first made known early this year [B•T, Jan. 10] when a DuMont official had acknowledged that the manufacturer was "experimenting with the idea" of entering general production of radio sets.

DuMont announced the decision Tuesday to regional distributors at the Hotel Statler in New York, revealing the company already has entered into the manufacture and sale of high fidelity phonographs, radios and clock radios.

William C. Scales, manager of DuMont's Television Receiver Sales Div., said the diversification was part of a general expansion.

First hi-fi unit, retailing for $150, is a straight console phonograph with three-speed changer, high quality audio and two speakers. Another hi-fi model, retailing at $275, is an am-fm phonograph console, with three-speed changer, three loudspeakers and wide frequency range. Am radios will be in three basic stylings and available as table and clock models.

Mr. Scales said the decision by DuMont to enter the radio making field came about because of strong demand from distributors and dealers. Specifications and design details of the radio line will be released later in the summer when presumably pricing also will be announced.

Actually, DuMont is not foreign to radio set making. For some time now, DuMont has been making radio models for use as "optional" with tv receivers, with both the radio and tv units combined in a console, although the radio receiver is operated separately from the video receiver with both using the same speaker.

At the same meeting, DuMont revealed a new line of 16 basic tv receivers in 37 different stylings, ranging in price from $169.95 to $500. A color tv receiver also was shown as an "interim model." This is a 21-inch console—a standby model to help dealers. Company spokesmen said DuMont was continuing research on a 22-inch rectangular color tube that it expects will be ready in the near future.

Ralph B. Austrian Named DuMont West Coast Manager

APPOINTMENT of Ralph B. Austrian as west coast manager of Allen B. DuMont Labs was announced last week by William H. Kelley, vice president and general manager. Mr. Austrian will be located at DuMont's west coast headquarters at 11845 Olympic Blvd., Los Angeles 64.

MR. AUSTRIAN

Mr. Austrian has been active in executive capacities in sales administration for radio, motion picture and television interests since 1927.

During World War II Mr. Austrian was chief planner on the planning committee of the War Production Board. He later served as president of RKO Television Corp., resigning this post in 1948 to become vice president in charge of television for Foote, Cone & Belding. Most recently, Mr. Austrian has been a senior associate with Charles Luckman in the firm of Pereira & Luckman.

In his new post Mr. Austrian will supervise for DuMont all of the company's west coast activities, including the sale of DuMont tv receivers, cathode-ray and electronics instruments, television transmitter products, mobile radio equipment, cathode-ray tube sales, as well as government contract and research and development work.

Emerson Corp. Forms Management Committee

EMERSON RADIO & PHONOGRAPH Corp. last week announced the formation of the Emerson Associate Management Committee, a group of approximately 10 executives below the level of division head who represent all segments of the organization. Membership in this committee will be rotated on a staggered basis.

Benjamin Abrams, president of Emerson, said this committee was organized to strengthen and broaden the base of executive operations at the company by discovering and developing executive talent within the corporation. It will operate under the direct supervision of Emerson's Executive Committee, according to Mr. Abrams.

Emerson Sets June 28-30 Meet

EMERSON Radio & Phonograph Corp. will hold its distributor convention in New York June 28-30 at the Hotel Plaza. The convention, marking the company's 40th anniversary, will be worldwide in scope, attended by Emerson distributors from all parts of the U. S., Canada, Europe, South America, Central America, and various sectors in the Near and Far East. A new line of Emerson tv and radio receivers and phonographs will be introduced.

Transistor Radios in Demand

SUBSTANTIAL demand for the new transistor radio it introduced last January has been reported by Raytheon Mfg. Co., Chicago. The firm has been "constantly back-ordered by several thousand sets" ever since it went into production, Henry F. Argento, vice president and general manager of its tv-radio operations, said last week.

The demand has been piling up without benefit of any extensive advertising, he added. Public interest was attributed to such features as one set of batteries per year, no absence of tubes and "large radio tone and performance."

Sell the Champlain Valley

WEAV PLATTSBURG, N. Y.

Ask GILL-PERNA Inc.

NEW GATES BC-1F 1,000 w transmitter, which on July 3 will raise KOLS Pryor, Okla., to that power, is examined by the mayor of Pryor, Ramon Bewley (r), who is also a grocery store operator and a KOLS timebuyer, and station owners Mr. & Mrs. L. L. Gaffaney. Mr. & Mrs. Gaffaney flew to Gates' headquarters in Quincy, Ill., and hauled the transmitter to Pryor by tandem trailer. Coincidental with the power increase, KOLS will mark its fifth anniversary.

RCA Vice President Buck Buried in Arlington Friday

FUNERAL SERVICES for Rear Admiral Walter A. Buck, 60, USN retired, were held Friday at Arlington National Cemetery.

Adm. Buck, vice president in charge of operating services for RCA, died June 12 at a hospital in Overbrook, Pa., near his Wynnewood, Pa., home. He had been ill for several weeks.

ADM. BUCK

A member of the RCA board from 1950 to 1954, Adm. Buck became president in 1948 of the Radiomarine Corp. of America, a wholly-owned subsidiary of RCA, with headquarters in New York, after a 30-year career in the Navy.

He served as operating vice president of the RCA Victor Div. in 1949-50 and as general manager until 1954. When the Victor Div. was reorganized last year, Adm. Buck became vice president of general planning for RCA in May and three months later, vice president in charge of operating services with headquarters at Camden, N. J.

Adm. Buck was a native of Oskaloosa, Kan., was commissioned an ensign in 1917 serving in World War I as supply officer and with the Navy's planning division of the Bureau of Supplies & Accounts. He received the Legion of Merit for his World War II services when he was a commander with the Atlantic Fleet in the capacity of supply officer. In 1945 he was director of the Navy Materiel Redistribution Disposal Administration and then chief of the Property Disposition Branch, Materiel Div.

Adm. Buck's wife, the former Mildred Reed, died March 27. He is survived by two sons, Lt. Walter J. Buck and Lt. (j.g.) John A. Buck, both with the Navy.

MANUFACTURING PEOPLE

John N. Phillips, color tv product engineering manager, General Electric Co., Syracuse, N. Y., named manager, G-E radio-tv product planning operation.

William Gargan Jr., account executive, Art Flynn Assoc., N. Y., to join Autocue Co. (cueing and prompting equipment), N. Y., to supervise new Hollywood offices.

T. W. McLaughlin, branch house credit manager, Graybar Electric Co., Portland, Ore., transfers to Minneapolis as district manager, succeeding **W. E. Brown,** who becomes Houston district manager, effective July 1, succeeding **W. R. Pearson,** who assumes similar post in St. Louis Aug. 1, succeeding **H. E. Bucher,** retiring; **Doral Eardley,** Graybar S. F. area salesman, named manager, Fresno, Calif., branch office, effective last Wednesday.

Dwight F. Clexton appointed central Florida district sales manager, Hallicrafters Co., Chicago; **Ray Marchbanks** appointed Alabama, Georgia, North and South Carolina and Bristol, Va., district sales manager.

Roger Minthorne Jr. appointed Oregon, Washington and Idaho district sales manager, Scott Radio Labs Inc., Chicago.

David Powell McIlmoil named sales representative for south Pacific area of Westinghouse Electric Tube Div., Elmira, N. Y., headquartering in L. A., responsible for sale of Westinghouse Reliatron tubes.

Edward G. Oros appointed sales representative, National Co. (communications receivers, hi-fi audio equipment), Malden, Mass., covering Ohio, West Virginia and part of Pennsylvania.

RCA Aids Research

RCA's powerful electron microscope which enlarges specimens more than 300,000 times has been installed for use at the Rockefeller Institute for Medical Research, according to Theodore A. Smith, RCA's Engineering Products Div. vice president and general manager. The microscope will be used in research on differentiation, growth and repair of body tissue in explorations conducted by Dr. Paul Weiss, head of the institute's laboratory of developmental biology, and his staff.

Emanuel (Manie) Sacks, vice president, RCA-NBC, elected to board of trustees, Pennsylvania Military College, Chester, Pa., his alma mater.

MANUFACTURING SHORTS

Rust Industrial Co., Manchester, N. H., announces advanced designs in remote control units for radio station transmitters in new custom-engineered 108-OC and 108-1C models which succeed 108-A systems. Units feature easy accessibility with drop-down panel construction and no tubes, according to company. Units are recommended for single transmitter non-directional stations for which capacity of 10 two-sense control functions and nine meter readings are enough. Complete interconnecting diagrams are provided for proper installation.

Century Lighting Inc., N. Y., and Santa Monica, Calif., has developed C-lector system of remote control presetting of lighting arrangements, said to be useful for tv studios.

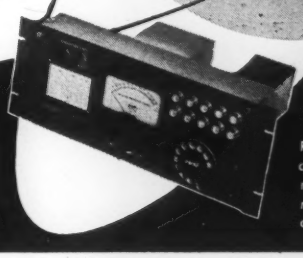
MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.



10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

STROMBERG-CARLSON

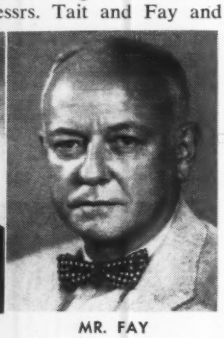
William Fay appointed president of Stromberg-Carlson Broadcasting Co., which will direct WHAM-AM-TV-WHFM (FM) Rochester, formerly licensed to Stromberg-Carlson Co., which will merge with General Dynamics.

APPOINTMENT of William Fay as president of the newly formed Stromberg-Carlson Broadcasting Co. was announced last week by Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y. The FCC on June 8 approved the transfer of licenses, formerly held by Stromberg-Carlson Co., to the new subsidiary firm [B•T, June 6].

Stromberg-Carlson Broadcasting Co. will direct activities of WHAM-AM-TV-WHFM (FM) Rochester. The transfer is a prelude to the contemplated merger of the parent company with General Dynamics Corp., which will be voted upon by stockholders of both organizations on June 28.

Mr. Tait becomes chairman of the board of Stromberg-Carlson Broadcasting Co. and the board will include Messrs. Tait and Fay and

MR. TAIT



MR. FAY

Gordon C. Hoit, executive vice president of Stromberg-Carlson Co.; Lee McCanne, executive vice president of the Rochester Chamber of Commerce; Arthur Stern, of the law firm of Nixon, Hargrave, Devans & Dey, Stromberg-Carlson counsel; Frank Pace Jr., executive vice president and vice chairman of the board of General Dynamics Corp.; Earl D. Johnson, senior vice president-development and operations of GDC; Lambert J. Gross, vice president in charge of finance for GDC, and Roger I. Harris, vice president and counsel of that corporation.

Mr. Fay had been vice president in charge

STATIONS NAME FAY

of the broadcasting division of the Stromberg-Carlson Co. since 1945. He began his broadcasting career in 1924. Mr. Fay is a director of the NARTB and is secretary-treasurer of the NBC-TV affiliates group.

In 1927, Stromberg - Carlson purchased WHAM, then operating at the Eastman School of Music on a power output of 100 w. WHAM today is a clear channel 50 kw station. In 1939 the company began operating WHFM (FM), the first fm station in upstate New York. On June 11, 1949, Stromberg-Carlson Co. placed WHAM-TV in operation. The station operates on ch. 5 with power of 100 kw.

Quality Radio Group Offers Weekend Show to Sponsors

AVAILABILITY of eight selective 10-minute programs for sponsorship on 36 Quality Radio Group stations is being announced today (Mon.) by William B. Ryan, Quality's executive vice president.

Mr. Ryan said the group of programs, called *Week-End Cavalcade*, would reach 41 million people at a cost of about $689 a commercial minute. The programs were chosen for their adapatability as summer fare for broadcast on any Saturday or Sunday time periods. Since QRG outlets reach 90% of the nation's radio families, Mr. Ryan noted, the program can be merchandised by manufacturers to their dealers and distributors anywhere in the country and sponsors can choose "peak listening times" in each market. As few as a half of the programs may be used.

Although there is a big summer gain in out-of-home listening, Mr. Ryan noted that the decline of in-home listening during the warm months is less than a fraction of 1%, thus making out-of-home listening a plus for the advertiser. Commercials for the shows—all light entertainment—can be taped or live.

Occupational Therapy

A GENUINE "comeback story" is being tape-recorded for a 15-minute daily broadcast over KFSD San Diego, and the person who is making the comeback is the announcer. But Ed Hammond, who less than one year ago was paralyzed from the neck down, is not trying to evoke either sympathy by his daily tape-recorded broadcasts; he's only trying to get back into the announcing routine. Mr. Hammond was KFSD staff announcer back in the fall of 1954 when a swimming accident left him unable to do more than turn his head. Norman Burwell, KFSD engineering supervisor, brought a tape recorder to the hospital when physicians expressed the belief that Mr. Hammond's recovery would be speeded if he could do something useful.

MOORE ELECTED KTTV PRESIDENT

ELECTION of Richard A. Moore as president of KTTV Inc., licensee of ch. 11 KTTV (TV) Los Angeles, was announced last week. Mr. Moore had been vice president and general manager of the *Los Angeles Times*-owned station. Norman Chandler, publisher of the newspaper who had been president of the station, became chairman of KTTV Inc.

MR. MOORE

Elected vice presidents were John R. Vrba, sales manager, and Robert W. Breckner, program manager.

Mr. Moore became operating head of KTTV in 1951, following a five year tenure with ABC. He was director of television for ABC's Western Division and manager of that network's KECA-TV Los Angeles when he moved over to KTTV. He is co-chairman of the board of directors of the Television Bureau of Advertising and a former president of the Television Broadcasters of Southern California.

Mr. Vrba has been KTTV's sales manager since 1953. He joined the station in 1949 as promotion manager, becoming national sales manager in 1952.

Mr. Breckner has been the station's program director since 1952, joining KTTV in 1948.

CBS-TV Spot Sales Names Schneider Eastern Sls. Mgr.

IN a series of changes at CBS-TV Spot Sales, John A. Schneider, midwestern sales manager of the unit, last week was appointed eastern sales manager, headquartering in New York.

MR. SCHNEIDER

Other personnel changes announced by Clark B. George, general sales manager of CBS-TV Spot Sales, included the promotion of Tom W. Judge, New York account executive, to midwestern sales manager with headquarters in Chicago, and the appointments of Richard R. Loftus as sales manager of the Detroit office and Edward A. Larkin as sales manager of the Los Angeles office. Mr. Larkin replaces Richard Loughrin, who moves to the New York office as an account executive.

Mr. Schneider announced the appointments of Tony Moe, formerly sales manager of the Detroit office, and Jack L. Mohler, director of sales development for CBS-TV Spot Sales, as account executives in the New York office.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU
• Quincy, Illinois — 123 Hampshire Street — Baldwin 2-8202
• New York City — 51 East 42nd Street — Murray Hill 7-7971
• Washington, D.C. — 13th & E Streets, N. W. — Metropolitan 8-0522
• Houston, Texas — 2700 Polk Avenue — Atwood 8536
• Los Angeles, Calif. — 7501 Sunset Blvd. — Hollywood 2-6351
• Atlanta, Georgia — 1133 Spring St., N. W. — Elgin 0369
• New York, International Div. — 13 East 40th Street — Murray Hill 9-0200
• Montreal, Quebec, Canada — Canadian Marconi Co. — Jamesl 8-9441

CONTRACT for 16 weeks of *Championship Bowling* on WNBQ (TV) Chicago is negotiated by Kool Vent Awning Corp. L to r: Bernie Glickman, Kool Vent president; Thomas Horan, WNBQ account executive; Floyde E. Beason, WNBQ sales manager, and Jules Herbuveaux, general manager of WNBQ-WMAQ. Kool Vent also has signed for alternate week sponsorship of a similar winter series.

Chauncey Succeeds Garland As Maricopa General Manager

TOM CHAUNCEY has been appointed general manager of Maricopa Broadcasters Inc., operators of KOOL-AM-TV Phoenix, Ariz., Gene Autry, president of the organization, has announced. Mr. Chauncey, who has been with Autry radio-tv interests in Arizona for the last 14 years, succeeds Charles H. Garland, who resigned after 10 years as Maricopa general manager.

MR. CHAUNCEY

Mr. Garland, whose resignation was "accepted with regret" by Mr. Autry, was hospitalized with a stroke about six weeks ago and found it necessary to give up active management of the Autry properties. Mr. Garland told B•T that he plans to open his own advertising agency in the Adams Hotel, Phoenix, around October.

Mr. Chauncey has been managing director of Mr. Autry's KOOL-AM-TV and KOPO-AM-TV Tucson and was one of the original owners and former general manager of KPHO Phoenix, when it was operated by the Autry interests. In his capacity of managing director, Mr. Chauncey supervised formulation of all policies for the Phoenix and Tucson outlets and directed station construction.

WCCO-TV Responds to S.O.S. From Neighbor KEYD-TV

INTER-STATION cooperation was demonstrated in Minneapolis a fortnight ago when WCCO-TV came to the aid of KEYD-TV to enable the latter station to conduct a scheduled telethon on behalf of multiple sclerosis.

The telethon, a remote telecast from the Lyceum Theatre to KEYD-TV studios, was scheduled for 9 p.m. Saturday, but a defect in the microwave transmitter stopped the show. While the theatre audience was entertained by an impromptu show, KEYD-TV viewers witnessed an emergency program.

At 12:30 a.m., a call went out to WCCO-TV, whose vice president and general manager, F. Van Konynenburg, is an old friend and business associate of Lee Whiting, vice president-general manager of KEYD-TV. Engineers and camera crews of WCCO-TV were quick to respond to the emergency call, and throughout the night and until early Sunday afternoon crews from both stations worked side by side. The belated telethon raised $45,000, which will be used for a multiple sclerosis clinic at the U. of Minnesota.

WNDU-TV Entertains

AN ESTIMATED 500 agency, advertiser and other guests were entertained by WNDU-TV South Bend, Notre Dame U. station, at a cocktail party at New York's Roosevelt Hotel last Tuesday, and a similar gathering was slated for Chicago on Friday. Key figures in a presentation on behalf of the ch. 46 outlet, now on test pattern and slated to commence commercial operation about July 15, included Father Theodore Hesburgh, Notre Dame president; Father Edmund Joyce, university executive vice president; Bernard Barth, general manager of the station; Tom Hamilton, WNDU-TV national sales manager, and Terry Brennan, Notre Dame football coach. Harry Bannister, station relations vice president of NBC, with which WNDU-TV will be affiliated, also participated. The station is represented nationally by Meeker Tv Inc.

WMTV (TV) Plans Power Boost

WMTV (TV) Madison, Wis., ch. 33 outlet affiliated with NBC, ABC and DuMont, has announced that on or about Aug. 1 it will raise power to 209 kw, almost a 12-fold increase from the present 17 kw power. According to Gerald A. Bartell, president of licensee Bartell Tv Corp., the power boost will encompass approximately 125,000 tv homes.

WABC Promotes Bernard

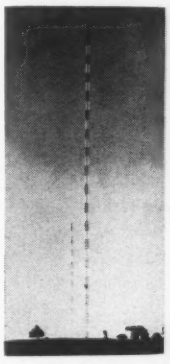
CHARLES BERNARD was appointed sales manager of WABC New York last week. Mr. Bernard, who joined the station's staff as an account executive recently, formerly was an account executive with WABD (TV) New York. He succeeds Joe Weisenberg, acting sales manager, who was added to WABC-TV New York sales staff as an account executive.

Seek & You May Find

LISTENERS to KLIF Dallas who are able to locate the station's program logs in Dallas newspapers, have an opportunity to improve their perception in a promotion contest being conducted by that station on its *Bruce Hayes Show*. The station will select the best 50 letters from listeners explaining why they like the way KLIF's program log is listed in Dallas newspapers. The top 50 winners will receive magnifying glasses to help them locate the program logs.

WWTV (TV)'s 1,282 Footer

LATEST in the "world's taller man-made objects" category, WWTV (TV) Cadillac, Mich., reports that its 1,282-ft. tower is projecting a signal into 42 Michigan counties with a total tv set count for the area of 305,874.



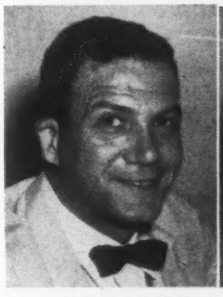
The new 200-ton tower, which boosted WWTV's power to 104 kw, replaces a 530-ft. structure [at left in adjacent cut] that had been used since the station went on the air Jan. 1, 1954. WWTV is licensed to the Sparton Broadcasting Co., wholly-owned subsidiary of the Sparks-Withington Co. of Jackson, Mich (electronic, automotive equipment), and is affiliated with ABC, CBS and DuMont.

David P. Milligan, general manager of the ch. 13 station, said that the new steel tower, which is triangular with 11-ft. sides, is the second tallest tv tower in the U. S. and the third tallest man-made object. The tower proper is 1,202 ft. and is topped by an 80-ft antenna, bringing the total height to 1,282 ft. above ground, 1,640 ft. above average terrain and 2,985 ft. above sea level.

Wharton, Maillet Appointed To WLAC-TV Nashville Posts

JAMES G. WHARTON, for the past six years news and publications director for Vanderbilt U., has been named promotion manager of WLAC-TV Nashville, Tenn., it was announced by T. B. Baker Jr., executive vice president and general manager of the station. Mr. Baker also announced the appointment of C. R. (Chuck) Maillet as account executive.

Prior to his Vanderbilt post, Mr. Wharton



MR. WHARTON

MR. MAILLET

was managing editor of *Southern Agriculturist* (now *Farm & Ranch*) and previously was feature editor of the *Nashville Tennessean*.

Mr. Maillet, the 1954-55 vice president of the Virginia Assn. of Broadcasters, comes to WLAC-TV from WWOD Lynchburg, Va.

KCRA-AM-TV Names Petry

EDWARD PETRY & Co. has been appointed national representative for KCRA-AM-TV Sacramento, Calif., Ewing C. Kelly, president and general manager, KCRA Inc., announced Thursday. KCRA-TV is slated to go on the air in September as a basic NBC affiliate, operating on ch. 3 with 100 kw, Mr. Kelly said.

for the
TOP tower
TOP power
in
Milwaukee
it's
WTVW
channel 12

316,000 Watts
Represented Nationally by
Edward Petry & Co., Inc.

NO CRYSTAL BALL
#LIBEL#
can forewarn you of
LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
WRITE FOR DETAILS AND RATES
Employers
Reinsurance
Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

SIMS READ (l), president of Charles P. Rogers & Co., signs for a heavy-participation schedule on DuMont's WABD (TV) New York on behalf of the firm's Spring Air and Rejuvenator mattresses. Witnessing the signing are Ted Cott (r), DuMont's o&o general manager, and Stuart Schuyler of Sleep Promotion Lab Inc., agency for Charles P. Rogers & Co. According to DuMont, the contract represents the firm's entire New York tv budget.

WTIX Files Counter Suit In New Orleans Radio Row

THE RADIO BATTLE of New Orleans continued last week as WTIX filed suit asking $250,000 damages from James A. Noe (WNOE) and Bill Stewart, WNOE assistant manager-program director. WNOE had filed suit asking $50,000 damages from WTIX [B•T, June 13].

WTIX alleges that WNOE slandered it by charging that the claimed size of the crowd taking part in a WTIX Treasure Hunt was "the greatest lie ever perpetrated upon the people of New Orleans."

In its June 10 suit, WNOE admitted the reference to the WTIX claim.

Edward J. Boyle, New Orleans attorney for Mid-Continent Broadcasting Co. (WTIX, WHB Kansas City and KOWH Omaha), said, "Perhaps Mr. Stewart, knowing that Mid-Continent was preparing to file its suit against Gov. Noe and himself, felt that his best defense would be an offensive move. This may work in football but, in this case, I don't believe it will. . . . We will try the cases in the court when the time comes." The suit was filed in the Civil District Court, Parish of Orleans. It grew out of a June 6 broadcast.

Fred Berthelson, WTIX general manager, said the treasure hunt will be an annual affair.

WRCA Keyed to Summer

WRCA-AM-TV New York will offer another week-long supplement, starting today (Monday), called *Summer Living*, with entire programming of the two stations stressing summertime pleasure. Availabilities on the programs are being offered to advertisers of specialized products or services. The supplement, which will continue through Saturday, will be highlighted by a special broadcast over WRCA tomorrow at 12:05-12:30 p.m., heralding the opening of New York City's "Summer Festival." Mayor Robert Wagner of New York will be interviewed by Ben Grauer via short wave from Tel Aviv, where the mayor will be visiting.

Archie G. Taft Sr. Dies; Was KOL Seattle President

ARCHIE G. TAFT Sr., 71, president and principal stockholder of KOL Seattle, died last Monday at the Swedish Hospital there after a year's illness. The Seattle radio pioneer was suffering from leukemia and had been in serious condition for the past three months. Funeral services were held last Thursday.

Mr. Taft acquired the station in the 1920s and had remained in active management until a year ago when illness forced his retirement. Archie Taft Jr. is KOL general manager. The station, now operating as an independent, has at various times been affiliated with ABC, CBS and MBS.

Mr. Taft Sr.'s stock will go to his widow, Marie Storm Taft. Selection of a new president probably will be made within the next week, according to Mr. Taft Jr.

Surviving, in addition to Mr. Taft Jr., who is also general manager of KBKW Aberdeen, Wash., and his wife, are son William R. Taft, principal owner and manager of KRKO Everett, Wash.; son Mahlon Taft, national sales manager of KOL, and three daughters, two brothers, four sisters and 12 grandchildren.

Herbert Brauff Dies at 64

HERBERT D. BRAUFF, 64, vice president and director of WNCT (TV) Greenville, N. C., died Wednesday in a Richmond, Va., hospital of a heart attack. He had been ill since March. He was publisher of the *Wilson* (N. C.) *Daily Times*, *Vandergrift* (Pa.) *News* and *Havelock* (N. C.) *Progress*. He was born in 1891 and was educated at Baylor and McCallie preparatory schools in Chattanooga. In 1924 he married the former Laura F. Ellis, of Vandergrift, Pa. She and two daughters survive. He entered newspaper work in 1907 as a reporter on the *Chattanooga Times*, working on papers in Detroit, Indianapolis, Pittsburgh, Johnstown, Pa., and other cities.

Weed Names Atlanta Chief

GEORGE L. GRIESBAUER has been named manager of Weed & Co. and Weed Television's Atlanta office, effective today (Monday). He will deal with both radio and tv client representation in the South and Southeast.

MR. GRIESBAUER

Mr. Griesbauer has held advertising positions with the *Washington Post*, WRC, WMAL and WTTG (TV) all Washington, and has been associated with the Paul H. Raymer Co., representative firm, New York.

Raleigh Paper Sold

PURCHASE of the *Raleigh* (N. C.) *Times* by the News and Observer Publishing Co. there for an undisclosed sum has been announced by John A. Park, editor-publisher of the *Times*, an afternoon paper, for 44 years. He said advertising and circulation revenues no longer can support separately-owned papers there. The morning *News & Observer* is part owner of WNAO-AM-TV there.

Latin Job in Philly

M. LEONARD MATT, assistant general manager, WDAS Philadelphia, has been named Guatemalan consul for Philadelphia and surrounding area by Guatemala's President Castillo Armas, whose forces recently overthrew the Communist-infiltrated government there.

Mr. Matt was offered the position after he made a trip to Guatemala to advise the government on tourist matters. He is making another visit to the Central American country for further briefing and then will make a tour of the United States stressing the need for cooperation with the Guatemalans.

The new consul has been in broadcasting for 27 years and assistant general manager of WDAS for five years.

Radio Stations Participate In 'Tribune' All-Star Poll

THE 1955 All-Star Baseball Poll conducted by the *Chicago Tribune* has enlisted the support thus far of 761 radio stations and newspapers throughout the country, the newspaper announced Tuesday. Fans will be asked again to vote for their favorite players to participate in the All-Star game July 12.

The *Tribune* said MBS, with 392 of its affiliates carrying the network's *Game of the Day*, will solicit votes in 48 states. Various baseball broadcast regional networks also will take part. The Armed Forces Radio Service also will collect votes from military personnel overseas as it did last year, with transmissions from New York and Los Angeles. Votes will be accepted until midnight July 1.

KSO's Baldwin Joins WRIT

B. C. (BILL) BALDWIN, vice president and general manager of Murphy Broadcasting Co. (KSO Des Moines, Iowa), has resigned to join the Trinity Broadcasting Corp.'s WRIT Milwaukee. Mr. Baldwin had been with KSO for 23 years. No successor at KSO has been announced.

May Is Tops for WQAN

HIGHEST May billing in its history has been reported by WQAN Scranton, Pa., according to General Manager Cecil Woodland. Mr. Woodland said that the first five months of year topped the similar period for any previous year.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

F. T. Boise Jr. Appointed KFSD San Diego Manager

FREELAND THOMAS BOISE Jr., San Francisco radio sales manager for Free & Peters Inc., station representative firm, has been named manager of KFSD San Diego. The appointment, announced by William E. Goetze, general manager of KFSD Inc. (KFSD-AM-TV), is effective July 1.

MR. BOISE

Mr. Boise, 35, has a background of eight years in the radio-tv industry. A native of Salt Lake City, Utah, his radio career includes posts at KLZ Denver, KSL Salt Lake City and KNBC San Francisco. He joined F&P in June 1953.

KSBW-TV Sales Rise

KSBW-TV Salinas-Monterey, Calif., reports that since last February, or about 120 days, the station has increased the number of its local accounts by 40%; national accounts by 57%, and monthly revenue by 66%. The figures, announced by Graham Moore, KSBW-TV sales manager, are increases over the sales for the same period of last year under the combined operation of KSBW-TV and KMBY-TV, which then shared ch. 8. KMBY-TV was purchased by KSBW-TV in February 1955. KSBW-TV is affiliated with ABC, CBS, NBC and DuMont.

WMAQ Offers Discount Plan

NEW SUMMER saturation plan covering four top programs throughout the day is being offered to advertisers by NBC's WMAQ Chicago.

Called the 10-50 plan and effective May 30-Sept. 16, it will permit advertisers to earn immediate 50% discount with every purchase of 10 or more one-minute spots per week, according to John Keys, sales director of WMAQ and WNBQ (TV). The programs are aired in the morning, noontime and evening hours.

OLDSMOBILE DEALERS of Greater Milwaukee contract for WXIX (TV)'s weekly half-hour *Holiday Theatre*, starting July 4. Negotiators (l to r): William C. Goodnow, WXIX account executive; Theodore F. Shaker, general sales manager for the CBS o&o station, and E. T. Milanowski, president of the agency of that name.

MORE THAN "JUST A TOWER"

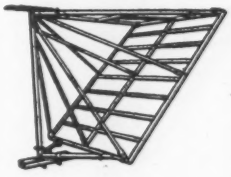
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER
Construction Co.
SIOUX CITY, IOWA

Love Thy Neighbor

WHAT is so rare as a day in June when a radio station promotes goodwill for local radio competitors—over its own facilities? In Waterbury, Conn., three stations are doing just that. Proclaiming June as "Radio Month in Connecticut," WBRY, WWCO and WATR are using stations breaks which—using WBRY as an example—announce: "June is radio month in Connecticut. This is WBRY, joining with WWCO and WATR to bring you the very best in radio entertainment." This inter-station goodwill was highlighted by the appearance on a WBRY program of all three local station managers, Samuel Elman of WATR; Lawrence of WWCO, and J. Maxim Ryder of WBRY.

WQXR Installs 50 Kw

NEW 50 kw transmitter of the *New York Times*-owned WQXR, under construction at Maspeth, L. I., is expected to be ready for operation by late summer. Station spokesman last week said the move will enable WQXR to reach a potential million more homes in the New York area.

The increased power, the spokesman said, will triple the strength of the station's signal, on 1560 kc, all over metropolitan New York, northern New Jersey, southern Connecticut and the New York counties of Westchester, Putnam, Dutchess, Nassau and Suffolk. This will be the fifth power increase granted to the station by FCC since WQXR went on the air as an experimental station in 1934, station reported.

Taylor Outlets Name Pearson

O. L. (TED) TAYLOR, president of Taylor Radio & Tv Corp., has announced the appointment of John E. Pearson Co. as national representative for the Taylor firm's KRGV-AM-TV Weslaco, Tex., and KANS Wichita, Kan.

STATION SHORTS

Westinghouse Broadcasting Co., N. Y., moves to Chanin Bldg., 122 E. 42d St.; telephone: Murray Hill 7-0808.

KSTP-AM-TV Minneapolis-St. Paul has changed telephone to Midway 5-2724.

WNAM Neenah-Menasha, Wis., reports sales increases of 23% and 18% for April and May, respectively, over same months of last year.

REPRESENTATIVE APPOINTMENTS

KVVG (TV) Tulare, Calif., named Adam Young Jr. Inc., N. Y.

WITV (TV) Fort Lauderdale (Miami) Fla., has appointed H-R Television Inc., N. Y.

WSAU-TV Wausau, Wis., has appointed Harry S. Hyett, Minneapolis, as regional representative.

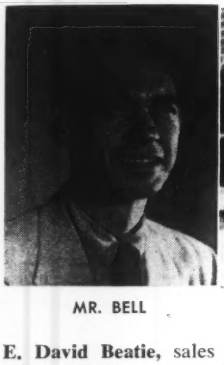
REPRESENTATIVE PEOPLE

Robert M. Dooley, sales development representative, CBS Radio Spot Sales, N. Y., appointed account executive, effective June 24, succeeding **Henry W. Maier Jr.,** resigned to become marketing director, Crook Adv., Dallas.

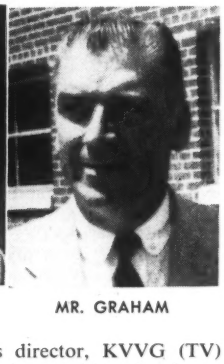
STATION PEOPLE

Gerald B. McDermott, owner, KBUR Burlington, Iowa, named executive vice president, WGIL Galesburg, Ill.

Ridley Bell, assistant general manager, named station manager, WRBL-TV Columbus, Ga., continuing as filmbuyer; **Walter Graham,** WRBL-AM-FM commercial manager, additionally appointed WRBL-AM-FM station manager.



MR. BELL



MR. GRAHAM

E. David Beatie, sales director, KVVG (TV) Tulare, Calif., named vice president in charge

Murray Charles Evans, sales manager, WGBB Freeport, L. I., elected vice president in charge of sales.

Norm Fisher, general manager, KGEZ Kalispell, Mont., has resigned with future plans indefinite.

Cliff Sessions, announcer-disc m.c., WFOR Hattiesburg, Miss., named program director.

Ernie Brevik, announcer, WDAY-AM-TV Fargo, N. D., appointed WDAY program director, succeeding **Ken Kennedy,** WDAY-TV program director who additionally becomes WDAY-TV production director; **Dick Berdahl,** WDAY-TV director, named WDAY-TV assistant production director.

Edward J. Roth Jr., formerly director, NBC-TV, named program director, WNDU-TV South Bend, Ind.; **William A. Garden,** formerly NBC public affairs production supervisor, named WNDU-TV production manager; **Jerome A. Fallon,** formerly Notre Dame campus broadcasting director, named special broadcast services director.

Bailey Hobgood, acting program supervisor, WBT Charlotte, N. C., named program supervisor.

James F. Brown, national sales manager, KBTV (TV) Denver, has resigned with future plans unannounced; **E. L. Colbourn,** executive sales director, assumes his duties.

Margie Abbott, disc m.c.-personality, KONI Phoenix, Ariz., named assistant to general manager.

Don Stevens, newsman, WTAG-AM-FM Worcester, Mass., named assistant program-production manager, succeeding **Helen Elias,** resigned.

Jack Williams, feature writer, *The Westinghouse News,* employe publication of Westinghouse Electric Corp., named publicity director, Westinghouse station KDKA Pittsburgh.

Bob Giffen to WPIK Alexandria, Va., as news director, succeeding **Leonard Deibert,** who joins armed forces.

William N. McNairn, formerly with Price Waterhouse & Co. (accounting), Detroit, to KFWB Hollywood as business manager.

Patricia McCann, assistant traffic manager, WGLV (TV) Easton, Pa., promoted to traffic manager, replacing **Joy Fox,** resigned; **Bunni Bogert** to WGLV as assistant traffic manager.

Dorothy Pickett, music librarian, WONE Dayton, Ohio, appointed traffic manager; **Lois Kantzler** and **Ruth Wunder** to WONE music dept.; **George Young,** formerly with WIOU Kokomo, Ind., to WONE as newsman; **Nancy Thompson** returns to station.

Dean Finley to KTBC-TV Austin, Tex., as tv sales and service representative; **Gerald M. Rafshoom** to KTBC as continuity writer.

J. Howard Wood, president, WGN Inc. (WGN-AM-TV Chicago), becomes general manager, *Chicago Tribune,* with **C. E. McKittrick** succeeding him as *Tribune* business manager; **Walter C. Kurz,** formerly general display advertising manager and WGN Inc. director, succeeds Mr. McKittrick as advertising manager.

Bob Roberts, formerly program director, KGUN Eugene, Ore., to KGMB Honolulu as announcer.

David A. Moss, formerly with WJAN Spartanburg, S. C., to WIS Columbia, S. C., as announcer-salesman.

Bob Rickman, floor director, WTOP-TV Washington to WAYB Waynesboro, Va., as disc m.c.

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WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

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DAYTON, O.

"THE CITY BEAUTIFUL"

'Ambassador' From KIRO

INVITATION to visit Formosa has been extended to John L. King, secretary-treasurer and community relations director of KIRO Seattle, Wash., by the Republic of China. Mr. King was to leave June 19 to help set up an organization similar to the U. of Washington's Bureau of Community Development at the U. of Taiwan (Formosa) under which groups of citizens analyze their city and then decide what must be done to improve it [B•T, May 18, 1953]. Mr. King will also explore the possibility of using U. S. radio-tv specialists to help Free China in a training program in these fields, and to help develop a scholarship program for Chinese students at the university, Washington State College and the three teacher's colleges. Mr. King, a former regent at the U. of Washington, also will confer with government and university officials in Japan and the Philippines on the establishment of community bureaus in those countries.

Robert Mansur, production staff, WFAA-TV Dallas, Tex., and **William Crowdus,** formerly chief announcer and public service program director, KRIS Corpus Christi, Tex., to WFAA announcing staff.

Millard Hansen, formerly with WKAN Kankakee, Ill., to announcing staff, WKRS Waukegan, Ill.

Ellen Kehoe to sales dept., WTOP Washington, succeeding **Ruby Lester,** who moves to WTOP Inc. talent dept.

Edward Cotter, formerly with WJJD Chicago, to sales staff, WMAQ Chicago, as account executive; **Dan Anderson,** formerly with Fairchild Publications, N. Y., to WMAQ-WNBQ (TV) press dept., as writer.

Allan Kalish, formerly with *Philadelphia* magazine, to sales staff, WCAU-AM-FM Philadelphia.

Ron Lindamood, formerly with WSLS-TV Roanoke, Va., is now serving with U. S. Army.

John S. Hayes, president, WTOP Inc. (WTOP-AM-FM-TV Washington), elected president, Washington Community Chest Federation.

Joseph L. Brechner, general manager, WGAY Silver Spring, Md., and Mrs. Brechner, appointed co-chairman, public relations committee, Montgomery County (Md.) Community Chest & Council.

Dick Norman, film director, KPTV (TV) Portland, Ore., appointed western chairman, National Assn. of Tv Film Directors.

Larry Ferrari, performer, WFIL-TV Philadelphia, signed to recording contract by record div., RCA Victor.

Charles H. Crutchfield, executive vice president and general manager, Jefferson Standard Broadcasting Co. [WBT-WBTV (TV), Charlotte, N. C., WBTW (TV) Florence, S. C.], named m.c., keynote banquet, North & South Carolina Law Enforcement Officers Assn. annual convention, Charlotte.

Nick Basso, news director, WSAZ-AM-TV Huntington, W. Va., named chairman, freedom of information committee, Radio & Tv News Directors Assn., succeeding **Ted Koop,** news director, CBS Washington.

Charles Day, news director, WGAR Cleveland, elected vice president, Cleveland regional chapter, Sigma Delta Chi journalism fraternity.

Lou Jacobs, public service director, WTVJ (TV) Miami, father of girl, Leslie, June 7; **Merrill Vann,** print shop supervisor, father of boy, Thomas, June 3.

Bob Mauger, business staff, WFIL Philadelphia, and Margaretta Ann Bender were married June 11; **Ed Yates,** WFIL-TV director, father of boy.

Mel Levine, assistant operations manager, WCAU-TV Philadelphia, father of boy, Stephen, June 6; **Bill Bransome,** WCAU sports announcer, father of girl, Madeline.

Robert O. Runnerstrom, WMBD Peoria, Ill., father of boy, Lars Robert, June 5.

Bob Blackburn, disc m.c., KEX Portland, Ore., father of boy, Stanley Earl, May 31.

Norman Brooks, announcer, WPTZ (TV) Philadelphia, father of girl, Hillary Woolford, May 27.

Milton E. Mitler, general manager, WADK Newport, R. I., father of boy, Matthew Elliot, May 27.

Julian Kaufman, XETV (TV) Tijuana, Mex. (San Diego, Calif.), father of boy, Keith Anthony.

Edward F. Kane, 30, auditor, KYW Philadelphia, died June 5 from complications following pneumonia.

Kenneth B. Long, 33, announcer, WGAN Portland, Me., died May 31 of blood infection.

INTERNATIONAL

'Our Miss Brooks' Leads Canadian Evening Radio

ONLY THREE evening network shows in Canada are reported in the May ratings of Elliott-Haynes Ltd., Toronto research firm. *Our Miss Brooks* led with rating of 12.9, followed by *Radio Theatre* 10.6, and *Championship Fights* 7.5.

Transcribed national evening programs were led by *People Are Funny* 14.3, *Fun Parade* (Canadian) 9.6, and *Take a Chance* (Canadian) 8.2.

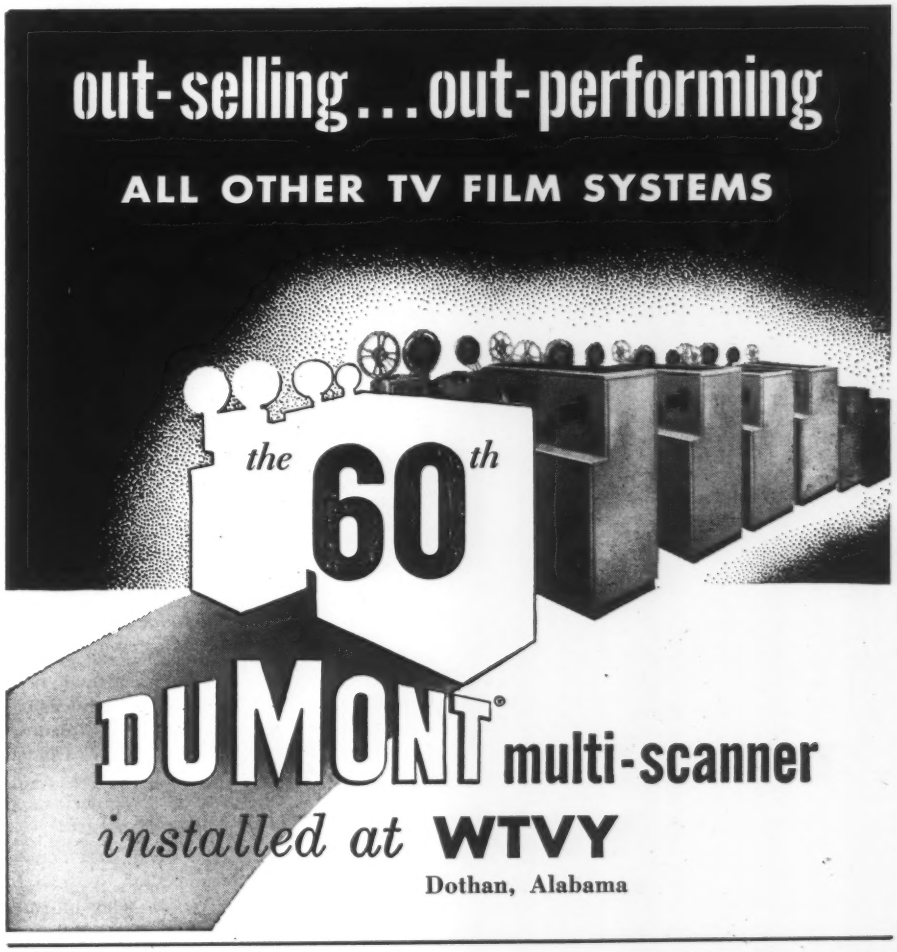
Daytime network radio shows were led by *Ma Perkins* 12.6, *Guiding Light* 12.5, *Pepper Young's Family* 11.5, *Right to Happiness* 11.3, and *Road of Life* 11.

French-language evening network programs were topped by *Un Homme et Son Peche* 31, *La Famille Plouffe* 24, *Zezette* 13.4, *Un Docteur de Chez-Nous* 13.3, and *Theatre Ford* 10.9.

Daytime, the five leading French-language network radio programs were *Je Vous Ai Tant Aime* 27.1, *Rue Principale* 26.8, *Vies de Femmes* 26.2, *Les Joyeux Troubadours* 25.5, and *Jeunesse Doree* 25.

Schwerin Tests in England

SCHWERIN RESEARCH Corp., New York, has announced that its system of testing and pre-testing tv commercials and programs is now being introduced in Great Britain. The company has signed an agreement with Market Information Services Ltd., London, for the handling of statistical operations involved.



IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE

SALES WITH SHOWMANSHIP
HIGH NOON RANCH
Mon. thru Fri., 11:45 to 12:15
Featuring Doug Oldham and The Dixie Six, Jeannie Lamb and Ulysses Carlini—the tops in "local live" programming.
PARTICIPATIONS AVAILABLE
Represented by MEEKER TV and ADAM YOUNG—St. Louis

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FONTANE SISTERS.....Dot
THE MARIGOLDS.....Excello
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

INTERNATIONAL

CKWX's Elphicke Named To All-Canada Post

F. H. ELPHICKE of CKWX Vancouver, B. C., has been appointed assistant general manager of All-Canada Mutually Operated Radio Stations. The announcement was made by Harold Carson of CFAC Calgary, Alta., general manager of the organization. W. A. Speers, CKRC Winnipeg, Man., was appointed to the executive committee, whose other members are Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; Gerry Gaetz, CJCA Edmonton, Alta., and A. M. Cairns of CFAC.

John A. MacLaren, 63, Dies; Was Head of MacLaren Adv.

JOHN A. MacLAREN, 63, president and founder of MacLaren Adv. Ltd., Toronto, died June 10 at Miami, Fla., while on vacation. Mr. MacLaren founded his advertising agency about 30 years ago. He and the late C. M. Pasmore organized the first Saturday night hockey broadcast on a coast-to-coast network. This network is still in operation. Following this entry into radio, MacLaren Adv. became one of the largest radio-tv agencies in Canada.

In 1942, Mr. MacLaren was awarded a silver medal for distinguished service to Canadian advertising by the Assn. of Canadian Advertisers.

Canadian AAB Sets June Meet

CANADIAN BROADCASTERS from the four Atlantic Coast provinces will meet at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B., June 20-21, Fred Lynds, president of the Atlantic Assn. of Broadcasters and owner of CKCW-AM-TV Moncton, has announced.

INTERNATIONAL PEOPLE

Gordon Ferris, formerly director of advertising and public relations, Household Finance Corp. of Canada, named president and general manager, Radio Representatives Ltd., Toronto.

MR. FERRIS

Marcel Dubuc, former night editor, Broadcast News Ltd., Toronto, named director of French-language advertising, F. H. Hayhurst Co. (adv.), Montreal.

Leo Trainor and **Phil MacKellar,** formerly with CKLW Windsor, Ont., to announcing staff, CKFH Toronto.

Aurele Seguin, 51, director of French-language network, radio and tv of Canadian Broadcasting Corp., Montreal, resigned to enter Dominican Monastic Order.

INTERNATIONAL SHORT

Jerrold Electronics Corp., Phila,, has donated closed-circuit tv teaching method to Israel Institue of Technology, Haifa, bringing tv to Israel for first time.

AWARDS

CLAIR R. McCOLLOUGH (c), president of WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.), receives an honorary Doctor of Commercial Science degree from Franklin & Marshall College there, at the school's 168th annual commencement exercises. Dr. William Webster Hall (l), president of Franklin & Marshall, presented the degree to Mr. McCollough. The college cited Mr. McCollough's 25 years of radio-tv achievements as well as his active contribution to Pennsylvania charitable and civic affairs.

AWARD SHORTS

William J. McKenna, plans board chairman, Scheideler, Beck & Werner, N. Y., received Rutgers U. Award Medal at alumni reunion. Citation noted 25 years of service in alumni and university development activities.

Edward R. Murrow, CBS news commentator, and producer **Fred W. Friendly** awarded plaques from National Television Film Council for contributions to films for tv.

Irv Kupcinet, conductor, *Chicago Story,* WBBM-TV Chicago and *Sun-Times* columnist, commended by Illinois State Legislature for "outstanding effort" in his series on juvenile delinquency.

Paul Coates and his KTTV (TV) Hollywood *Confidential File* received first annual Ephebian Award for "contributing most to the service of the community" from Ephebian Society.

George Putnam, KTTV (TV) Hollywood news reporter, received his 56th award since joining station when honored for service to youth by Southern California Chapter, Boys Town Alumni Assn.

Eleanor Hempel, conductor, KTTV (TV) Hollywood *Little Schoolhouse,* received "1955 Whittier College Alumni Achievement Award."

Sterling C. Quinlan, ABC vice president in charge of o&o WBKB (TV) Chicago, presented award of merit from Chicago Dental Society for station's *Tv Dental Clinic* program.

Frank Glieber, junior student in radio-tv, School of Speech, Northwestern U., Evanston, Ill., presented scholarship from WIND Chicago.

TAPE DUPLICATION
Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N.J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

Fred Robbins, star of CBS Radio's *Disk Derby,* received U. of Baltimore student council outstanding alumnus award for achievement "in the general field of broadcasting."

Edward R. Murrow, CBS news analyst, awarded honorary degree of doctor of laws at Mt. Holyoke College, South Hadley, Mass., commencement June 5. Honorary degree is Mr. Murrow's sixth.

NBC-TV's *Howdy Doody* and *Pinky Lee Show* drew commendations from more than 70% of 2,500 members of General Federation of Women's Clubs, polled in survey on children's tv programimng. Poll concluded "children's programs are improving each year."

Dr. Allen B. DuMont, president, Allen B. DuMont Labs, Clifton, N. J., received honorary degree of Doctor of Laws Wednesday at commencement exercises of Fairleigh Dickinson College, Rutherford, N. J.

WDRC Hartford, Conn., presented certificate of appreciation from Connecticut Society for Crippled Children "in grateful appreciation of your generous participation in the Easter Seal appeal."

Otter Tail Power Co., Fergus Falls, Minn, presented award in Better Copy contest of Public Utilities Adv. Assn. for best series of radio shows produced during 1954. Agency which produces shows is Harold E. Flint & Assoc., Fargo, N. D.

CITATIONS from the President's Committee for Employment of the Physically Handicapped are presented to George T. Frechette (r), vice president-general manager of WSAU-TV Wausau, Wis., and L. J. Schultz (l), Rehabilitation Div., State Board of Vocational & Adult Education, for the station's 19-week Sunday series, *Your Rehabilitation Reporter,* which Mr. Schultz produced in cooperation with the station. Presenting the awards is Ben Kuechle of Wausau, member of the President's Committee and chairman of the Wisconsin Governor's Committee on Employment of the Physically Handicapped.

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EDUCATION

Gould Calls for More Tv Participation by Clerics

THERE is room for more participation in tv by clergymen, particularly in panel discussion shows, Jack Gould, radio-tv critic of the *New York Times,* told a rabbinical group in New York.

Mr. Gould also suggested that more tv pickups be made regularly from churches and synagogues, and noted that in nighttime tv drama, seldom is there cast a role of rabbi or pastor who is asked advice—"This situation, common in real life, with few exceptions never arises on tv."

The third annuel Rabbinical Television Workshop was planned in cooperation with NBC and held jointly by the New York Chapter of the American Jewish Committee and the New York Board of Rabbis.

The workshop covered phases of tv production with presentations made by Hamilton Shea, WRCA-AM-TV New York vice president and general manager; V. Peterson, moderator, *Author Meets the Critics,* tv show; Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ in the U. S. A., and Edward Stanley, manager of NBC public service programs.

Indiana First Radio-Tv Grads

FIRST DEGREES in radio and television to be presented by Indiana U. were given at commencement last Monday to seven seniors. The students, four girls and three boys, are the first graduates of the university's department of radio and television, which features a complete academic program devoted to radio-tv. Before the creation of the new department, the university had provided courses in radio and presented live tv shows over WTTV (TV) Bloomington, Ind.

Course by Closed Circuit

STEPHENS COLLEGE, Columbia, Mo., is preparing a survey course for all freshmen which "will concentrate upon major ideas important to our civilization" and is to be delivered via closed circuit television to about 800 students at a time. A "master" teacher will give two 20-minute tv lectures a week to first-year undergraduates meeting in about 50 small groups. After the lecture teachers with each group will discuss the topic of the day.

EDUCATION SHORTS

U. of Pittsburgh is conducting summer tv workshop designed especially for persons in schools and colleges and in civic, labor and cultural organizations who may be responsible in some way for developing educational tv programs. Complete studio equipment will be made available for instruction by KDKA-TV Pittsburgh. Warren Dana, KDKA-TV director, and William S. Tacey, school tv director, will conduct course, open to anyone who can meet entrance requirements as either degree or non-degree students. WQED (TV), U. of Pittsburgh education outlet, has also released audience survey.

Stanford U., Palo Alto, Calif., is conducting summer Radio & Tv Institute June 27-Aug. 3, presenting 16 courses on all facets of telecasting and broadcasting with personnel of KPIX (TV) and KNBC San Francisco participating. Applications must be made by June 20 to Prof. Stanley T. Donner, Speech & Drama Dept.

STREAMLINED low-windage
SLOTTED-RING
TV-Transmitting
ANTENNA
AMCI TYPE 1046
Channels 7 Through 13
This streamlined design allows one to achieve 316 kw ERP with a four-bay array with a gain of 16 and a 25 kw transmitter or a five-bay array with a gain of 20 and a 20 kw transmitter, without resulting in an excessive overturning moment at the top of the tower.
ANTENNA SYSTEMS—COMPONENTS
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AMCI ALFORD *Manufacturing Co. Inc*
299 ATLANTIC AVE. BOSTON, MASS.

AT THE ALAMO

PRESENTATION of *Disneyland*'s "Davy Crockett at the Alamo" film to the Alamo chapter of the Daughters of the Republic of Texas was made by KENS-TV San Antonio. The film, presented to the chapter because of its being the perpetuator and custodian of the Alamo, was made by Al Johnson, general manager of KENS-TV. The Disney film will be used to perpetuate and teach the heroism of the men who fought at the Alamo. Also in San Antonio, a "Davy Crockett Day" was celebrated and Crockett actor Fess Parker appeared in the city for the opening of the movie, "Davy Crockett, King of the Wild Frontier."

FATHER'S DAY AT 'HOME'

NBC-TV conducted a two-week promotion campaign, "Father's Day at *Home*," during which 48 department stores throughout the country tied in with the network's *Home* program. Under the promotion, devised by Murray Heilweil, NBC-TV manager of merchandising, and Richard Linkroum, executive producer of *Home*, gift items for fathers from the 48 stores were shown on the program, as well as the names of the retail establishments. The stores were provided special promotion material for the project and in turn the stores ran tv, radio and newspaper tie-in ads and feature window and in-store displays of products.

SECOND HONEYMOON

WINNER selected from an audience of women celebrating their 10th wedding anniversaries this year helped the Mutual-Don Lee Network program *Queen for a Day* mark its 10th anniversary June 13. The "Queen" was given an all-expense paid second honeymoon trip to Cape Cod, Mass., as one of her prizes.

KGMB-TV N. Y. LUNCHEON

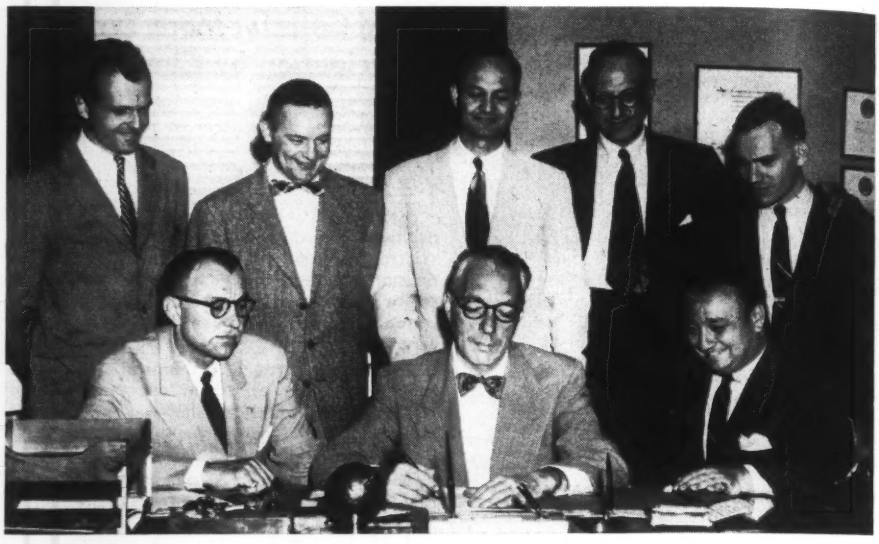
ABOUT 150 agency account executives and timebuyers and advertiser representatives attended a luncheon given by KGMB-TV Honolulu in New York last week and viewed color films covering the highlights of market data in Hawaii, plus the coverage and programming of KGMB-TV. Sales officials of the station and of Free & Peters, KGMB-TV representative, will visit key agencies and advertisers within the next few weeks with a sales presentation outlining the advantages of using the station to reach the Hawaiian market.

CBC INTERVIEWS

A SERIES of half-hour filmed interviews with people famous in a variety of cultural fields has been started as a summer program by the Canadian Broadcasting Corp. for the CBC television network. The first program on June 16 featured Sir Robert Watson-Watt, British inventor of radar, now living in Toronto. Other interviews by CBC and well-known Canadian news people are to be with Carl Sandburg, Alistair Cook, Jean Monnet, Edward Steichen, Canadian humorist Gregory Clark and Paul-Emile Cardinal Leger of Montreal. The interviews, without scripts or rehearsals, are informal, taking place at the homes of the personalities.

KOA FOOD SHOW

ONE WAY to promote a food show is to show someone on a hunger strike—or so claims KOA Denver, which conducted such an event at the city's Paramount Theatre May 19-21. Ellen Mater was delivered to the KOA Radio Food Show on a stretcher handled by American Ambulance attendants because she was "too weak to stand" after a hunger strike. She had paraded Denver streets for 10 days prior to the show, during which thousands of housewives competed for $2,500 worth of free prizes. Helpful menu tips were provided by Margaret Aubrey, Crosley-Bendix home economist, and Elizabeth Anderson, representing Larson Distributors, Denver Crosley-Bendix dealers.



FOOD FAIR Inc. (supermarket chain) with this contract signing takes sponsorship of Monday, Wednesday and Friday *Davy Crockett Pioneer Club* on WAAM (TV) Baltimore, Md. L to r (seated): Allen E. Wolfe, Maryland branch manager of Food Fair Inc.; Joseph H. Rash, assistant secretary of Food Fair and director of operations for Maryland; Armand Grant, WAAM assistant general manager-director of sales; standing, John Dickinson, account executive, Harrington, Righter & Parsons, station representative; Brent Gunts, producer of the Davy Crockett package; Herbert B. Cahan, WAAM program manager; Ted Newhoff, Newhoff-Blumberg Adv., Baltimore, and Stan Goldstein, Food Fair tv and radio director.

KITE AIRS FROM ENGLAND

ONE HOUR after Joe Conrad of San Antonio, Tex., had won the British Amateur Golf Championship, KITE San Antonio aired a telephone recording interview with him. Coit Butler, KITE news director, called Mr. Conrad at St. Anne's-on-Sea, England, where the tournament was played. Mr. Conrad, defeating England's Alan Slater 3 and 2, was the 10th American and first Texan to win the tourney. The station says, "Although an hour normally is moving pretty slowly for the KITE news staff we're still pretty proud of this one considering that we had to go overseas for it and grab Conrad off the course."

'HITS FOR THE MISSUS'

AS A PROMOTION for the new CBS Radio program, *Woolworth Hour*, which bowed June 5, WWL New Orleans broadcast four two-hour programs from the two largest Woolworth five-and-dime stores in the city May 31 through June 3. Staged through the cooperation of the local Woolworth people, the programs were titled *Hits for the Missus*. The promotion proved such a success, WWL says, that starting June 10 it began airing the same show every Friday at 3:30 p.m. from the stores, alternating from one to the other each week.

MOVIE STORIES ON TV

NBC-TV *Lux Video Theatre*, for the summer series, will adapt and present stories to be made into motion pictures, under an agreement with the motion picture companies which own them. Scripts also will be used to showcase film contract players and new talent. The summer series starts today (Monday) for 12 weeks with the regular winter program format resuming Sept. 22.

KCBQ AT THE BEACH

REMOTE broadcasts from nearby Mission Beach will be broadcast by KCBQ San Diego, Calif., during the summer months, with the station establishing headquarters in a glassed-in booth directly in the line of foot traffic into the beach area. KCBQ will broadcast music, news and weather reports from the booth, augmented by daily interviews and a quiz contest conducted among beach patrons.

'YOUR DAVY CROCKETT STATION'

WNAC-TV Boston, which is billing itself as "Your Davy Crockett Station," is now running IDs with a Davy Crockett coonskin cap in the corner. The station reports many calls and letters resulting from the cap. Jordan Marsh Co., department store, bought "Son of Davy Crockett," a full-length feature on *Children's Theatre* Saturday mornings on WNAC-TV.

'TOP TUNE TIME'

MUSIC AND NEWS program directed at high school audiences on KBIF Fresno, Calif., *Top Tune Time*, features regular appearances of student body presidents and school newspaper editors to report on doings of various Fresno area high schools. Disc m.c. Bob Ulrich, besides playing records requested of his young audiences and reporting high school news items himself, acts as on-the-air host to visiting youth leaders.

TRIPS TO HAWAII

FIRST PLACE winner in a contest staged by Jack Murray, Vancouver, Wash., car dealer, for a trip to Hawaii was blind Norman Worden of Portland, Ore. Mr. Murray used a saturation campaign on KVAN Vancouver to promote the three-week contest. As Mr. Worden has no family, he gave his second plane passage to the runner-up, Velma Martin, of Vancouver, Wash., who has a son with the Air Force stationed in Honolulu. A two-hour remote broadcast from Mr. Murray's car lot marked the award-giving ceremonies and all the station's personalities were on the air during that time.

KYA FOLDER

KYA San Francisco is distributing the first of its coordinated promotion kits in the form of a file folder. The folder claims "today KYA ranks first in more daytime quarter hours than any other San Francisco independent station and can rightfully claim to be the 'personality station' in San Francisco," which it bills itself as. In America's seventh market, the station says, since 1951 it has pioneered in the program policy of music, news and sports. The folder also cited the food advertising dollars spent on KYA. Following from KYA will be direct mail brochures and presentations.

SMUGGLED FILM ON KCOP (TV)

FILM footage smuggled out of Soviet Russia and Nazi Germany by George Rony, documentary motion picture photographer and producer, is the basis of KCOP (TV) Hollywood's *Background to Battle* series. Included in the footage is historical film of the former Russian Imperial Family and of the Russian Revolution, as well as of major events in European history during the past two decades. Mr. Rony narrates the series himself.

SHOE SHINE RAGS

CKCY Sault Ste. Marie, Ont., new 250 w station on 1400 kc, has distributed shoe shine rags with its call letters and the name of its Toronto and Montreal representatives, Stephens & Towndrow Ltd., to advertisers and agencies in the Toronto and Montreal areas.

CJBQ FORUM

CJBQ Belleville, Ont., is conducting a series of forum programs on questions dealing with hospital, medical and legal problems. The program is aired for half an hour Saturday evenings and has listener participation in the form of questions put to a panel of experts from the local hospital, medical society and legal profession.

WFAA BROCHURE

WFAA Dallas, Tex, has distributed an extensive brochure on the Dallas market and the station's coverage area. Complete with photographs and illustrations, the booklet individually lists newly-constructed buildings, department and other-type stores, industrial concerns and districts, schools, air fields and other cities and communities in its area. Market statistics by counties are listed. A section on agriculture and livestock is included. Figures on population, households, buying income, retail sales and auto registrations, giving comparisions of 1954 to '46 and '40 also are included in the booklet.

JIM GIBBONS PARTY

FOURTH ANNUAL "Jim Gibbons' School's Out Party" of WMAL-AM-TV Washington was staged last Friday at the nearby Glen Echo Amusement Park, sponsored by the stations and the park and featuring the stations' personality, Jim Gibbons. The expected attendance was 15,000. Rides of the amusement park operated on a reduced rate and more than 300 prizes were awarded to youngsters in games and contests and as door prizes, besides to the first 100 arriving showing report cards with a year's perfect attendance. In addition, competition for scholarships to a music school was conducted. Prizes were donated by Safeway Stores, one of Mr. Gibbons' tv sponsors.

'Ringer'

WAVE-TV Louisville, Ky., literally might be called "the station with a sock." According to NBC Spot Sales, which represents the station, a crisis developed when a middleweight boxer, scheduled to make an appearance on WAVE's *Tomorrow's Champions* program, featuring amateur fighters, failed to show up. Frank Miller, a prop man at the station, volunteered to take his place in the ring, and scored the only knockout of the evening —in the first round.

WHAI DAIRY MONTH CONTEST

FOR JUNE, Dairy Month, WHAI Greenfield, Mass., sponsored a poster contest for youngsters. The theme in Franklin County there for the month is "Milk is good for you, and it tastes good." The winner of the contest was 10-year-old Henry Prescott of Northfield, Mass., who designed a poster of a bandsman with a horn blaring, "For That Extra Umph, Drink Milk!" The boy received a cash award and with 17 other grade school winners was invited to WHAI June 1 to tour the station's new quarters.

JIM AMECHE ON WNJR

NEW YORK and New Jersey audiences will begin hearing a top west coast personality today (Monday) as WNJR Newark, N. J., starts airing an hour show featuring Jim Ameche. Mr. Ameche currently is a personality on KLAC Hollywood. His WNJR program, via tape recording, will be broadcast 7-8 p.m., Monday through Saturday. The station also airs tape shows of another Hollywood personality and one from Atlanta, Ga. The new show on WNJR, which specializes in the Negro market, is rhythm and blues.

FOR THE RECORD

ACTIONS OF FCC

New Tv Stations . . .

Wichita, Kan.—Wichita Television Corp. granted vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 905 ft., above ground 752 ft. Estimated construction cost $460,626.89, first year operating cost $371,891.80, revenue $473,845.80. Post office address: Suite 520, Fourth National Bank Bldg., Wichita. Studio location 1700 E. Douglas Ave., Wichita. Transmitter location Hydraulic Ave. & Victor St. (rear of studio). Geographic coordinates 37° 41′ 11° N. Lat., 97° 18′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **George M. Brown** (24.9%), president-general manager, Wichita Ice & Cold Store Co.; Vice Pres. **William J. Moyer** (6.8%), former Lt. Comdr., U. S. Navy; Sec.-Treas. **Daniel M. Moyer** (1.8%), lawyer; **Helen P. Brown** (22.6%), director and owner of 45% interest in the Crystal Ice & Fuel Co., Wichita; Capt. **Charles L. Brown** (10%), U. S. Air Force Reserve on extended active duty. Granted June 8.

Roseburg, Ore.—South West Oregon Tv Bcstg. Corp., granted vhf ch. 4 (66-72 mc); ERP 5.3 kw visual, 2.6 kw aural; antenna height above average terrain 640 ft., above ground 242 ft. Estimated construction cost $100,449, first year operating cost $48,000, revenue $60,000. Post office address 1500 Harvard, Roseburg. Studio and transmitter location 2 miles SW from City Center, Roseburg. Geographic coordinates 43° 11′ 58″ N. Lat., 123° 22′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Alvin H. Barnard, Eugene, Ore. Principals include **Eugene Tv Inc.** (50%), operator of KVAL-TV Eugene; KBES-TV Medford, Ore. (50%); Pres. **C. H. Fisher**; Vice Pres.-Treas. **William B. Smullin**, and Sec. **Harvey Benson.** Granted June 8.

APPLICATION

Caguas, Puerto Rico—Supreme Bcstg. Co. (WJMR-AM-TV, WRCM (FM) New Orleans, La), vhf ch. 11 (198-204 mc); ERP 29.8 kw visual, 17.9 kw aural; antenna height above average terrain 1,082 ft., above ground 387 ft. Estimated construction cost $20,000, first year operating cost $120,000, revenue $142,000. Post office address 1500 Canal St., New Orleans. Studio and transmitter location Aguas Buenas Rd., Caguas. Geographic coordinates 118° 16′ 10″ N. Lat., 66° 05′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Patrick, New Orleans. Principals include Pres. **Chester F. Owens** (96%); Vice Pres. **Flora Shields Owens** (2%), and Sec.-Treas. **Robert E. Jeffers** (2%). Filed June 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KHOL-TV Kearney, Neb.—Bi-States Co. granted mod. of CP for ch. 13 to change ERP to 204 kw visual, 110 kw aural; antenna height above average terrain 550 ft. Granted June 10; announced June 13.

KTBC-TV Austin, Tex.—Texas Bcstg. Corp. granted mod. of CP for ch. 7 to install directional

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antenna; antenna height above average terrain 740 ft. Granted June 10; announced June 13.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. granted mod. of CP for ch. 7 to change ERP to 99.5 kw visual, 59.6 kw aural; antenna height above average terrain 462 ft. Granted June 6; announced June 13.

APPLICATIONS

WTTW (TV) Chicago, Ill.—Chicago Educational Tv Assn. seeks mod. of CP for reserved ch. 11 to change ERP to 55.6 kw visual, 27.8 kw aural; transmitter location to Field Bldg., 135 S. LaSalle St.; studio location to Museum of Science & Industry, 57th & Lake Shore Drive. Filed June 9.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. seeks mod. of CP for ch. 29 to change ERP to 126 kw visual, 63 kw aural; antenna height above average terrain 973 ft. Filed June 9.

New Am Stations . . .

ACTION BY FCC

Arcadia, Fla.—H. F. McKee tr/as Arcadia Punta Gorda Bcstg. Co., granted 1480 kc, 1 kw daytime. Post office address Shelbyville, Tenn. Estimated construction cost $17,000, first year operating cost $19,500, revenue $25,500. Mr. McKee is motel and clothing store owner. Granted June 8.

Brookhaven, Miss.—W. M. Jones & Laura Jane Huff d/b as Rural Bcstg. Co., granted 1570 kc, 500 w daytime. Post office address % W. M. Jones P. O. Box 644, Brookhaven. Estimated construction cost $18,513, first year operating cost $18,250, revenue $30,000. Principals in partnership include **W. M. Jones** (45%), assistant general manager WJMB Brookhaven, and **Laura J. Huff** (55%), partner in local specialty shop. Granted June 8.

Amory, Miss.—Charles C. Boren Jr. granted 1580 kc, 250 w daytime. Post office address Verona, Miss. Station will use facilities of former WAMY there, owned by Mr. Boren. Granted June 8.

Lynchburg, Va.—Harry A. Epperson Sr. granted 1050 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $27,246, first year operating cost $47,000, revenue $57,500. Mr. Epperson is on sales staff of his son's station WPAQ Mt. Airy, N. C. Granted June 8.

Moses Lake, Wash.—Robert S. McCaw d/b as Central Basin Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address 6533 57th Ave., S., Seattle, Wash. Estimated construction cost $15,284, first year operating cost $42,000, revenue $50,000. Mr. McCaw is owner of ch. 23 KRSM (TV) Yakima, Wash., and ⅓ owner KYAK Yakima and KALE-AM-FM Richland, Wash. Granted June 8.

APPLICATIONS

Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw daytime. Post office address 262 Fillmore St., Denver. Estimated construction cost $9,064.66, first year operating cost $16,650, revenue $26,200. Mr. Bancker is record retailer and sole owner KFML (FM) Denver. Filed June 10.

De Funiak Springs, Fla.—Clayton W. Mapoles d/b as Walton Bcstg. Co., 1430 kc, 1 kw daytime. Post office address Milton, Fla. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Mr. Mapoles is owner WEBY Milton, Fla. Filed June 10.

Palatka, Fla.—Raymac Inc. 800 kc, 1 kw daytime. Post office address % Carmen Macri, 261 Glynles Rd., Jacksonville, Fla. Estimated construction cost $25,982, first year operating cost $32,400, revenue $55,200. Principal: Pres.-Treas. **Carmen Macri** (100%), stockholder-general manager WOBS Jacksonville; sec.-treas. stockholder WABR Winter Park, and stockholder WMIE Miami, all Florida. Filed May 23.

Sylvania, Ga.—Robert H. Thompson Sr. d/b as Sylvania Bcstg. Co., 1490 kc, 250 w unlimited. Post office address P. O. Box 146 Statesboro, Ga., Estimated construction cost $12,769, first year operating cost $26,000, revenue $36,000. Mr. Thompson is owner WWNS Statesboro. Filed June 10.

Orange, Miss.—James W. Miller, 1390 kc, 1 kw daytime. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000, revenue $45,000. Mr. Miller is president-treasurer, 98% stockholder, Tele-Pool Corp. (adv. agency), Southbridge and president (50%) WESO Southbridge. Filed June 13.

St. Joseph, Mich.—Lake Bcstrs., 1400 kc, 250 w unlimited. Post office address Hotel Whitcomb, St. Joseph, Mich. Estimated construction cost $22,071.62, first year operating cost $57,264.48, revenue $79,740. Principals include Pres. **Maurice G. Humphrey** (⅓), insurance; Vice Pres. **Carl L. Benson** (⅓), photo engraver, and Sec.-Treas. **Richard W. Lee** (⅓), announcer WHFB Benton Harbor, Mich. Filed June 10.

Coldwater, Mich.—James B. Luck, Gilbert N. Ketcham d/b as Cass County Bcstg. Co., 1440 kc, 500 w daytime. Post office address 75 Church St., Coldwater. Estimated construction cost $9,500, first year operating cost $48,000, revenue $60,000. Messrs. Ketcham and Luck each own negative control. Mr. Ketcham is commercial manager at WTVB-AM-FM Coldwater, Mich. Mr. Luck is asst. to manager of WTVB-AM-FM. Filed June 10.

Dexter, Mo.—Jerome B. Zimmer, Lionel D. Speidel d/b as Dexter Bcstg. Co., 1590 kc, 1 kw daytime. Post office address Box 66, Cape Girardeau, Mo. Estimated construction cost $15,300-51, first year operating cost $42,000, revenue $48,000. Messrs. Zimmer and Speidel, in general partnership, each own negative control. They are co-partners in radio-tv sales, service firm. Filed June 8.

Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw daytime. Post office address P. O. Box 525, Roswell, N. M. Estimated construction cost $24,699.23, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **William C. Taylor** (50%), 50% owner KBIM Roswell, N. M., and variety store manager; Vice Pres. **Gene Reischman** (20%), 27.3% owner KBIM, bakery and other business interests; Sec. **Homer Glover** (15%), 5.7% owner KBIM, meat packing, farming, office supply interest, and **J. Raymond Harris** (15%), 5.7% owner KBIM, meat packing, livestock interests. Filed June 8.

Rutherfordton, N. C.—J. S. Meadows, Robert R. Hilker d/b as Rutherford Bcstg. Co., 1320 kc, 500 w daytime. Post office address 612 Dartmouth Drive, Gastonia, N. C. Estimated construction cost $9,954.85, first year operating cost $28,500, revenue $37,500. Messrs. Meadows and Hilker, in general partnership, each own negative control. Mr. Meadows is food store owner. Mr. Hilker is general manager-26% owner WCGC Belmont, N. C. Filed June 8.

Lorain, Ohio—Sanford A. Schafitz, 1380 kc, 500 w daytime. Post office address Box 150, Farrell, Pa. Estimated construction cost $11,650, first year operating cost $36,000, revenue $40,000. Mr. Schafitz is owner WFAR Farrell, Pa. Filed June 14.

Batesburg, S. C.—James Olin Tice Jr., 1410 kc, 1 kw daytime. Post office address 30 E. 81st St., New York, N. Y. Estimated construction cost $13,538.98, first year operating cost $34,000, revenue $42,000. Mr. Tice, CBS announcer, is president-director, ⅓ owner WMYB Myrtle Beach, S. C., and president-part owner WJOT Lake City, S. C. Filed June 10.

Grand Prairie, Tex.—Bernice Schwartz, R. M. Hetherington d/b as Grand Prairie Bcstg. Co., 730 kc, 250 w daytime. Post office address 117 Tulip, Webster Groves, Mo. Estimated construction cost $25,795.77, first year operating cost $72,000, revenue $84,000. Principals are **Mrs. Schwartz** (49%), 49% owner KATZ St. Louis, and **Mr. Hetherington** (51%), KATZ commercial manager. Filed June 8.

Salt Lake City, Utah—Dale R. Curtis, 990 kc, 1

(Continued on page 111)

Station Authorizations, Applications

(As Compiled by B • T)

June 9 through June 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,730	2,716	118	238	66
Fm	540	521	31	4	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	286	322	610
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	966	337	745	540	1,285
Noncom. Educ.	58		30	28	58
Total	1,024	337	775	568	1,344

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 643 already granted.

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

General manager, must be successful sales manager. Young, aggressive, anxious for promotion similar position, Metropolitan market. East. Unusual opportunity. Box 650A, B•T.

Manager-salesman—1000 watt daytime independent. Progressive southern city of 21,000. Jewish faith desired. Send full particulars—photo, first letter. Box 665A, B•T.

Two openings in Michigan. Commercial manager for new local fulltime station, excellent college community, chance to grow with new station. Salesman established regional, good account list, draw, new car furnished every year by station. Box 749A, B•T.

General sales manager . . . midwest radio and television station, NBC-ABC affiliated . . . vhf. Interested only in top executive with successful organizational and personal sales experience . . . $15,000 to $20,000 and stock options. Write complete resume. Box 753A, B•T.

If you are experienced in selling radio time, successfully and have executive ability you may qualify as our commercial manager. Attractive earnings to right man. Fulltime regional, near Chicago with excellent business and expanding market. Wire or write Box 862A, B•T.

Manager—sales, small salary but big profit sharing for producer. Washington suburban station. Box 831A, B•T.

General manager—salesman—for new 1000 watt, daytime indie, Clarksdale, Mississippi. Prefer young, ambitious former commercial manager that is sales-minded and cost-conscious. If past record can stand acid test, I'll share the wealth. Announcing not necessary. Apply in own handwriting, qualifications, experience, references—send photo. John M. McLendon, Box 3127, Jackson, Miss.

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Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Immediate opening experienced radio time salesman for top rated NBC station. Guarantee against 15% commission. Unlimited earning possibilities. Send experience, history and photo to Box 778A, B•T.

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Thorough, mature salesman, management experience, wants commission job where work pays off. Medium northern market. Box 860A, B•T.

Sales accounting supervisor. To work in station's business office. Supervise all billing for radio and tv. Experienced man only. Send resume, experience, all personal information, first letter to Royce Nation, Business Manager, KOA, Inc., Denver, Colorado.

Aggressive, experienced radio salesman. Salary and commission, plus share net profits. Sportsman's paradise. Tv closed circuit. Airmail or phone KPRK, Livingston, Montana.

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Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

Experienced announcer operator for night shift. $75.00 on 40 hours. Immediate opening. Rush tape, photo and resume. Box 800A, B•T.

Metropolitan Chicago station. Some experience required. Send tape; complete information; salary requirements for fifty hours per week. Box 802A, B•T.

Versatile announcer, good character, family man, permanent. Living conditions and pay good. Southern regional network station. Box 826A, B•T.

Experienced announcer. Network station. Contact Dr. F. P. Cerniglia, KLIC Monroe, Louisiana.

Good voice—first phone am-tv combo. Opportunity to learn all phases radio-tv operations. Send audition tape, particulars, KREM-TV, Spokane, Wash.

Good morning DJ, first phone—combo operation—experienced, permanent. $2.31½ hour. Send tape—experience. All tapes returned. KSPO, Spokane, Washington.

Announcer—copywriter—opening now. Contact Tom Leighton, WIPS Ticonderoga, N. Y.

Experienced morning man. Pop and country music. Must have friendly sales delivery. Send tape, photo: Clyde Wiseman, WOKZ, Alton, Ill.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer—chief announcer, Washington suburban station. State experience, salary, etc. Box 868A, B•T.

Chief engineer-announcer—Capable of building new 1000 watt, daytime indie at Clarksdale, Mississippi. Emphasis on technical . . . voice secondary. Write qualifications, experience, references . . . send photo. John M. McLendon, Box 3127, Jackson, Mississippi.

Production-Programming, Others

Wanted: Experienced continuity writer, 1000 watt, fulltime midwest ABC outlet in Wisconsin, city of 42,000 population. State salary desired. Apply Box 760A, B•T.

Midwest college wants versatile producer-writer-announcer with considerable experience in radio and television, permanent. 11 months, $5,400. Bachelor Degree required, Masters preferred. Personal interview necessary. Box 776A, B•T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Must have successful background in similar capacity. Newspaper layout experience helpful. Give full particulars, including salary expected, when available, in first letter. Box 864A, B•T.

Journalist-announcer, well educated, wanting permanent position in few weeks to be news editor. Willing, able to pitch in and produce outstanding news coverage on CBS 5000 watt station. Airmail audition, picture, full particulars, KSPR, Casper, Wyoming.

Experienced continuity writer. Resume, references first line. Good working conditions. WBCK, Battle Creek, Michigan.

Have opening for experienced combination writer and announcer. Must be able to supervise copy department. $66 for 50 hours, more if better than average. Contact C. Leslie Golliday, Radio Station WEPM Martinsburg, W. Va.

Situations Wanted

Managerial

Manager: 10 years experience all phases. Heavy on sales and programming. Presently program director, sales coordinator. Network and independent experience. 36, family, west preferred. References on request. Box 805A, B•T.

General manager . . . 20 years experience . . . all phases . . . reliable, capable, efficient. Best references. Tv experience. Box 843A, B•T.

Successful manager—many years thoro experience. Mature, hard worker, strong sales push. Low cost operation. Small or medium market. Can build from CP. Prefer southern states. Box 859A, B•T.

Manager—top record in management, sales and engineering. Experienced in small market operation. Young, energetic and reliable. Box 863A, B•T.

Sales manager—hot rock who can sell. Wonderful opportunity. Small southern market. Box 880A, B•T.

Sales manager with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

Salesmen

Salesman or commercial manager-am-tv. Excellent sales record with metropolitan station. Prefer east or northwest. Married. Want greater opportunity. Box 832A, B•T.

Positive thinking salesman to sell positive-programmed radio. Five years sales manager. Desire exceptional, permanent opportunity. Box 845A, B•T.

Sales, continuity, news, 20 years radio experience. Prefer small one-station town in Illinois, Missouri, Kansas, Indiana or Ohio. Box 867A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Trained, experienced announcer desires position New York State, New England. Box 728A, B•T.

Sportscaster—top play-by-play announcer. Available on two weeks notice. Will travel. First phone. Box 735A, B•T.

Staff announcer. Sports preferred. Experienced. Will travel. Box 745A, B•T.

Announcer—DJ; cultured voice, prefer semi and classical; over three years experience; studying engineering through correspondence. Married; veteran; minimum $75. Box 748A, B•T.

Metropolitan area staff announcer—sober, reliable, family, interested permanent position, friendly community. No early morning or personality deals. Tape—interview on request. Box 767A, B•T.

Announcer—disc jockey, strong news, excellent commercials, veteran with third ticket, will travel—tape and resume. Box 777A, B•T.

Strong news—excellent commercials—sports interest—selling experience—will travel anywhere, even out of the country. Recent grad.—have potential, prefer small station. Box 779A, B•T.

Hardworking, all around staff announcer, can handle any type DJ show. Experience limited. Box 780A, B•T.

Announcer, strong, DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

Announcer: All phases staff announcing. Prefer south. Employed, references. Reply Box 804A, B•T.

First phone combo—4 years experience. Responsible, married, veteran, 29. Southern New England desired. Permanent, right offer. Box 814A, B•T.

Staff announcer, good commercials, DJ, news, mature, modest attitude. Will relocate. Tape, photo, resume. Box 816A, B•T.

First class engineer-announcer. Seven years in broadcasting field. Highest recommendations, present employer. Available in three weeks. Midwest. Presently chief. Box 833A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married veteran, will travel. Tape, resume on request. Box 836A, B•T.

Announcing experience two years including independent and 5kw net. Currently PD making $105 weekly, but desire larger operation. Must be in college area. Have first phone. What have you? Box 838A, B•T.

Announcer. Experienced, dependable and sober. Midwest preferred. First class license. Box 839A, B•T.

Experienced announcer. Presently employed, seeks larger market. Staff and DJ. Available immediately. Box 842A, B•T.

Want a real money maker in negro radio—try me, good references—will travel within 300 miles for live audition. Summer replacement or permanent. Box 847A, B•T.

Announcer. Negro, real cool disc jockey, some experience, tape available. Box 848A, B•T.

Announcer-newsman, DJ, sportscaster, copywriter. Operate console. Tape, photo available. Box 852A, B•T.

No folderol, just good announcer. 26 years old veteran. 1½ years experience plus school. Prefer Indiana, Ohio, Illinois. Box 855A, B•T.

Staff announcer, news, disc jockey, interviews. Recent school graduate, wants career . . . not a job. Box 856A, B•T.

Hardworking, dependable announcer wants permanent position in Florida or Gulf. Seven years' experience music, news, sports, play-by-play, continuity. Tape, resume, references, photo. Box 858A, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Friendly, mature delivery. Will travel. Available immediately. Box 874A, B•T.

Announcer—recent radio school graduate, well versed all phases news, DJ, sales, heavy sports. Familiar with control board operation. Single, veteran, free to relocate. Tapes, resume upon request. Box 877A, B•T.

Mature responsible radio-tv staff. Experienced decorator, broad musical background, commercial, dramatic continuity. Resume, photo, tape, travel. Box 871A, B•T.

Announcer. DJ—news—control board. Hard worker, eager to please—sober—dependable . . . will go anywhere. Light experience—tape, resume on request. Box 878A, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff, singer. Strong news, commercials. Write copy, do DJ. Third phone. Recent radio school graduate. Married, will travel. Tony Lamont, 1153-70 Street, Brooklyn, New York.

Radio school graduate, strong on news and commercials, play-by-play. Will travel. Michele Lepre, 760 William Street, Harrison, New Jersey.

Experienced, deejay—announcer, married, available July 4th. Hal Masters, WLSE, Wallace, North Carolina. Phone 6911.

Announcer, news, DJ. Tape, resume available. Ohio-Pennsylvania preferred. Jerry Peterson, 1515 Monroe, Chicago, Ill.

Top morning man, salesman, dozen years radio—telephone 705-W, Morganton, North Carolina. Available now.

Technical

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Engineer, first phone desires position. Experienced selling—go anywhere. Box 785A, B•T.

Chief engineer, one year broadcast experience, construction, maintenance, remotes. Ten years radio-television servicing, wants change, middle aged, prefer Florida, consider others. Box 793A, B•T.

Engineer, first phone, 2 years experience, married, 32, will relocate. Box 809A, B•T.

Maintenance and operations engineer—experienced, mature, married—desires relocate as chief. Other position considered. No announcing. Available soon—want contacts for July. Interested midwest and south generally. Box 811A, B•T.

Present chief kw directional. Experienced am, fm. Desire position with future. Southeast preferred. Box 817A, B•T.

First phone combo, presently chief. Management satisfied with my work but I'm not. Need experience under good engineer. Box 819A, B•T.

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 823A, B•T.

Engineer, first phone. 7 years am, fm experience. Wants metropolitan area am or switch to tv. Permanent only. Box 835A, B•T.

Engineer—mature, married. Long experience am and high power fm. Want chief or staff. Interested Carolina Piedmont—but will consider any. Box 840A, B•T.

First phone, amateur licensee, two years experience, control board operator, remotes, married, diplomas from two radio schools, attended Port Authur College. Non-drinker. Transportation, work anywhere. Available now, air experience. Age 29. Box 841A, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer or combo, 1st class phone, RCA graduate. Some experience 5 kw, desires permanent position. Box 873A, B•T.

Chief engineer—good practical experience. Construction-maintenance-directionals—measurements and remote control. Box 866A, B•T.

Chief engineer—some announcing—desires only permanent position in southern station. All replies strictly confidential. Box 879A, B•T.

Engineer, first class, single, sober, age 47, lifetimer experience, 250 to 50,000 watts, available for transmitter operation, vacation fill or where some maintenance initiative is needed. Wallace V. Rockefeller, Wood River, Nebraska.

1st class engineer, presently chief, anywhere if permanent, references. Raymond Skinner, 506 South Court Street, Sparta, Wisconsin.

Production-Programming, Others

Newscaster—three years experience. Four years experience as network newsroom writer. Seeks return to broadcasting. State Peabody award winner. Journalism graduate. Married. Box 762A, B•T.

Script and copywriter, editor. Many years in radio, several tv. Full or part time. Prefer New York area. Box 812A, B•T.

Copywriter, male, 39, ten years experience radio writing. Presently employed. Seek better educational opportunity for two children. Interested offer established agency or station copy and promotion work. Box 813A, B•T.

Musical or program director. Experienced producing, writing, announcing, musical, educational programs, fm stations, M.A. musicology, 4 years teaching. Veteran, married. Box 820A, B•T.

Ten years radio, from staff, sports, programming, to management. Desire am or television opportunity with future. Thirty, college graduate, best references. Box 827A, B•T.

Young man desires copywriting, editorial position with radio or network. Will travel. Box 846A, B•T.

TELEVISION

Help Wanted

Salesmen

Midwestern tv station, in major market, network affiliated, on the air two years, seeks alert, aggressive local salesman experienced in selling and servicing retail accounts. Unusual opportunity for ambitious young college man with at least two years' television sales-service experience. Will pay modest drawing account against liberal commissions. Potential earnings: $10,000 to $15,000. Send personal and business history, photo, references, family data, etc. Box 851A, B•T.

Wanted: Experienced television-radio times salesman. Also sales manager. Outstanding opportunity with stable, growing organization. Dixie Network, P. O. Box 309, Jackson, Tennessee.

(Continued on next page)

DISC JOCKEYS WANTED

Central Florida's newest and most powerful daytime station WGTO* 10,000 watts, 540 kc., wants 3 DJ's with experience in any of the top 15 markets. Right men will have possibility of earning

$10,000 PER YEAR, OR MORE

Send resume, photo, disc or tape to: Station Director, KWK, Incorporated, 1215 Cole Street, St. Louis 6, Missouri. Replies confidential.

*** On air approximately August 1, 1955**

TELEVISION

Help Wanted—(Cont'd)

Sales—opening for experienced man to succeed retiring senior salesman with major account list. Oldest station in Indiana, WFBM-TV, Indianapolis. Send complete background, qualifications, photo to Don Menke.

Technical

Maximum power midwest station already on the air needs a strong chief engineer. Excellent opportunity. In applying, give background details, references and salary desired. All applications will be treated in confidence. Box 801A, B•T.

Immediate openings—video engineer; cameraman. Must be experienced both studio and remote operation. C. E., KOAT-TV, Albuquerque, New Mexico.

Programming, Production, Others

Film editor to handle entire film room operation including shipping, receiving, splicing and other duties. VHF station in southeast, nice market. Box 861A, B•T.

Situations Wanted

Managerial

Director of operations—programming, production, engineering. Station construction experience. 12 years in tv field. Thorough understanding of efficient station operation. Box 872A, B•T.

Salesmen

Commercial manager currently employed. Creative selling of local and regional accounts a speciality. Thorough knowledge of how to build productive sales-force. Have produced tv film and live theatre, understand production and budget. Present draw $150.00 weekly plus expenses. Have consistently exceeded this figure. Desire change as I've reached peak in present location and feel ready for bigger and better things. Box 818A, B•T.

Announcer

Sportscaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

Announcer-director, experienced in all operations radio-tv. Seeks permanent location. Available immediately. Draft-exempt. Box 803A, B•T.

Technical

Seven years television broadcasting, including color, microwave, installation, maintenance. Excellent know how control room problems, technical and otherwise. Want position with new station with responsibility and pay in proportion to experience. Box 882A, B•T.

Programming, Production, Others

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

Film editor—photographer—projectionist. Presently employed in these capacities—experienced, married, willing to relocate. Box 730A, B•T.

Newsreel photographer—experienced in filming, processing, editing and reporting of news. Box 806A, B•T.

Producer-director—6 years experience all phases of tv desires position with progressive station anywhere. Box 807A, B•T.

Experienced young woman for film department, all phases except buying. Box 821A, B•T.

Tv newsman. Eight years tv and radio. Know how to write, produce, direct and air television news. Do newsman's job. University degree. Top references. Box 844A, B•T.

First phone, tv school graduate, would prefer studio work, will relocate. Box 853A, B•T.

Film technician. Experienced. Desire position with station having future. Familiar with all phases of film department. References. Box 854A, B•T.

Responsible young man with progressive ideas and thorough knowledge of radio and television writing and production, desires position as television director in small or new operation. Master's degree in radio-television from Northwestern University. Veteran. Prefers east but will consider other offers. Available after July 1st. Box 869A, B•T.

Cameraman, 2 years experience. All studio operations. Seeking permanent connection. References. Box 875A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Responsible young woman with flair for creative ideas desires position as educational and public affairs consultant and/or staff writer. Thorough knowledge of radio and television continuity. Dramatic writing, production, and research techniques. Teaching certificate and master's degree in radio and television. Available after July first. Box 870A, B•T.

Art director . . . desires to relocate. Art director now and for 2 years with top-notch southwest tv station. Experienced all phases of tv and advertising. Samples, resume, references on request. Box 881A, B•T.

FOR SALE

Stations

Wanted—Investors to develop new uhf-tv station, which has a captive and unexploited market. All preliminary investigations, surveys, etc., already prepared and station is ready to go; need only additional capital. Terrific potential which assures a black ink operation in a very short time. Management control available to qualified investors. Hilbert Loeb, 710 S. Rampart Street, New Orleans 12, La. Phone: Canal 7685.

Virginia medium market, kilowatt daytime, $39,000; Georgia small market IV, $57,500; Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. Fulltime network station. Southwestern city. Combination operation. Only station. Large market. State your finances. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations **bought and sold.** Theatre Exchange. Licensed Brokers. **Portland** 22, Oregon.

Equipment

27 used towers, all types and sizes, for sales. Ace High Tower Erector. Phone Greenville, N. C., 6750.

Composite, 1kw transmitter, full approved. Now operating. Available July. $2,750.00 FOB, KUDL, Kansas City.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

For sale: One Rek-O-Kut model 16-A disc recorder complete with Presto 1-D cutter. $250.00. Contact J. J. Ikner, WFNC, Fayetteville, N. C.

27 used towers, all types and sizes, for sale. Ace High Tower Erector. Phone Greenville, N. C., 6750.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Successful radio team desires station in mountain or West Coast area, available with low down payment. Box 743A, B•T.

Radio. Texas, Oklahoma, **Arkansas, Missouri,** Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B•T.

Wanted: One RCA recording attachment, late model with cutting head and diameter equalizer. Box 829A, B•T.

Used rear screen with slide projector. Please state price, size, and wattage. Box 857A, B•T.

Wanted: Used fm exciter deck and transmitter; also a used RCA BQ-1A turntable. KIUL, Box 446, Garden City, Kansas.

Wanted: Studio "zoom-type" lens. Must be in good condition. Send information and price to: R. E. Smith, KLAS-TV, Box 711, Las Vegas, Nevada.

Wanted: Used R. F. bridge. Write L. E. McKinney, WACL, Waycross, Ga.

Wanted: Used RCA type MI-4875-G combination pick-up kit. State price and condition. WKAY Glasgow, Kentucky.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). **Get the best—** it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Commercial radio announcing. Practical home study course, prepared for combination men and announcers who need help. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

RADIO

Help Wanted

Salesmen

RADIO TIME SALESMAN WANTED

Spectacularly successful Southeastern independent wants time salesman who's a real advertising man. Air ability and over-all experience helpful. Start at $6,000+ with a bright future for right man. Enjoy living in one of America's most beautiful cities. Write resume of background and sales record to

Box 824A, B•T

In a Rut?
Do You Seek Better Opportunity
AS A SALESMAN?

If you are young, ambitious, and have a minimum of two years television or three years radio experience, we may have the job you seek. Prefer college man (Phi Beta Kappa with major in business education no handicap). Or perhaps you were business manager of your college annual, or editor/advertising manager of your university daily. Should know programming and how to sell retailers. Good man can earn $7500 to $15,000 depending on ability. Location in growing midwestern city with all facilities for the good life (school, church, adjacent recreation areas, community activity). In writing, outline business and personal history, send references and photo.

Box 849A, B•T

Announcers

CAPABLE AIR SALESMAN-DISC JOCKEY

The man we're looking for understands hillbilly and gospel music and knows how to sell mail order items. Must be able to handle news intelligently. Our men now get $100-$135 weekly, with regular raises. It's good money in a Southeastern city, and you'll like living here. Send full particulars to

Box 825A, B•T

RADIO

Situations Wanted

Managerial

STATION OWNER

If you are one with "floating" manager problems, let's get together. I have 20 years of program and sales management experience and am looking for the "right" small station. Will consider purchase, investment or management contract based on percentage. Sober and solvent. Let's exchange references. Prefer west or southwest.

Box 830A, B•T

Announcers

COMEDIAN—DEEJAY

Original approach. Broad appeal. Write own stuff. Available for personal interview during July. Want 1-year contract at $10,000.

Box 837A, B•T

TELEVISION

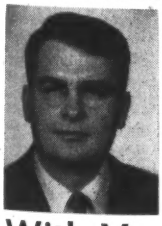
Help Wanted

Managerial

TELEVISION SALES MANAGER

Well established major network affiliate in medium market has opening for sales manager. This is the number two position in the station and requires a mature, well experienced and successful man. Substantial AM background may be acceptable in lieu of TV experience. Salary is open. Living conditions are excellent and the future is secure and bright. Send complete resume including photo to Box 815A, B•T. All replies confidential.

Announcer



Radio Announcer

With Very Good BACKGROUND

Have fine letter of recommendation from former employer. Want job in Television. Must be permanent. Will work on any Telethon no matter where located.

BOX 865A, B•T

(Continued from page 106)

kw daytime. Post office address 2260 Highland Drive, Salt Lake City. Estimated construction cost $18,000, first year operating cost $39,750, revenue $51,000. Mr. Curtis is general manager-treasurer of coal company and holds half interests in four other Salt Lake City firms. Filed June 10.

Waupaca, Wis.—Chain O' Lakes Bcstg. Corp., 1320 kc, 1 kw daytime. Post office address P. O. Box 201, Waupaca. Estimated construction cost $15,200, first year operating cost $38,000, revenue $48,000. Principals include Pres. **Joseph Gazerowitz** (40%), clothing retailer; Sec.-Treas. **Harry Gorwitz** (24%), raw fur dealer, and Vice Pres. **Harry E. Vose** (16%), engineer. Filed June 10.

Existing Am Stations . . .

APPLICATIONS

KLIZ Brainerd, Minn.—Brainerd Bcstg. Co. seeks CP to change from 1400 kc, 250 w unlimited to 1380 kc, 1 kw daytime. Filed June 7.

WCSI Columbus, Miss.—Syndicate Theatres Inc. seeks boost in power from 250 w to 500 w, operating daytime on 1010 kc. Filed June 13.

KCHS Truth Or Consequences, N. M.—Rex A. Tynes seeks CP to change from unlimited operation to specified hours on 1400 kc. Filed June 13.

WENC Whiteville, N. C.—Whiteville Bcstg. Co. seeks CP to change from 1240 kc, 250 w unlimited to 1220 kc, 1 kw daytime. Filed June 7.

WBCR Christiansburg, Va.—The Montgomery Bcstg. Co. seeks mod. of license to change station location to Christiansburg-Blacksburg, Va. Filed June 9.

STATION DELETED

WJFM Caguas, P. R.—Jorama-Fer Radio Corp. granted request to cancel license and delete call letters for existing am station on 1240 kc 250 w daytime. Deleted June 2; announced June 13.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

New Fm Station . . .

ACTION BY FCC

Wilkes-Barre, Pa.—Richard G. Evans granted CP for new Class B fm station on ch. 277 (103.3 mc); ERP 3.1 kw; antenna height above average terrain 975 ft. Granted June 8.

Existing Fm Stations . . .

ACTION BY FCC

KRED (FM) Eureka, Calif.—Redwood Bcstg. Co. granted CP to change ERP to 5.6 kw; antenna height above average terrain 1,520 ft. Granted June 9; announced June 13.

WAGA-FM Atlanta, Ga.—Storer Bcstg. Co. granted CP to change ERP to 36 kw; antenna height above average terrain 960 ft. Granted June 8; announced June 13.

STATION DELETED

KLTI-FM Longview, Tex.—LeTourneau Radio Corp. granted request to cancel license for existing fm station on ch. 290. Deleted June 8; announced June 13.

Ownership Changes . . .

ACTION BY FCC

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted assignment to subsidiary California-Oregon Tv Inc., a California corporation. No consideration involved. Granted June 9; announced June 13.

WJPB-TV Fairmont, W. Va.—WJPB-TV Inc. granted transfer of control to J. Patrick Beacom through purchase of 189 shares of stock. Mr. Beacom will now own about 95% interest. Granted June 17; announced June 13.

APPLICATIONS

KGHI Little Rock, Ark.—A. L. Chilton, Leonore H. Chilton & S. C. Visonhaler d/b as KGHI Bcstg. Service seeks assignment to Harold E. King and Helen W. King d/b as Radio Arkansas for $127,500. Principals include **Harold E. King** (50%), and **Helen W. King** (50%), owners of KBTM-AM-FM-TV Jonesboro, Ark. Filed June 13.

KPEP San Angelo, Calif.—David P. Pinkston tr/as Concho Bcstg. Co. seeks assignment to David P. Pinkston and C. H. Treadway d/b as Concho Bcstg. Co. Mr. Pinkston sells ¼ interest to Mr. Treadway, general manager of the station for $4,000 plus assumption of obligations. Filed June 13.

KAFP Petaluma, Calif.—Arthur T. Shields, Jeffrey E. Evans, Stephen H. Evans, Gerald K. Hauser & Corrine A. Shields d/b as Redwood Empire Bcstg. Co. seeks assignment of license to Arthur T. Shields, Gerald M. Hauser, Corrine K. Shields and Aubin D. Thomas d/b as Redwood Empire Bcstg. Co. No consideration involved for release of two partners. Filed June 6.

WGN-AM-TV Chicago, Ill.—WGN Inc. seeks voluntary transfer of negative control of the Tribune Co., parent company, through death of Robert R. McCormick and changes in trustees of the McCormick-Patterson Trust to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, C. M. Campbell, W. D. Maxwell and J. Howard Wood. Filed June 7.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Corp. seek transfer of control to KFXM Inc. through sale of all stock for $152,000. Principals include Pres. **Willard R. Hasbrook** (25%), manager of KFSD San Diego, Calif.; Vice Pres. **Earnest McCook** & **F. A. Loehr** (21.4%); Vice Pres.-Treas. **Robert N. Moodey** (10.7%), banker,

DETROIT
DEARBORN
DE RIDDER

DE RIDDER ???

Yes, De Ridder, Louisiana, and other cities large and small have found competent, reliable announcer-console operators trained by the Paulin-Newhouse School of Announcing.

Tapes and films sent on request

PAULIN-NEWHOUSE SCHOOL OF ANNOUNCING
5840 Second Blvd. **Detroit, Michigan**

and Vice Pres. **Marion M. Moodey** (10.7%), announcer at KFXM. Filed June 6.

KVOD Denver, Colo.—Colorado Radio Corp. seeks assignment to San Luis Valley Bcstg. Corp. for $225,000. San Luis Valley Bcstg. is operator of KSLV Monta Vista, Colo. Principals include Pres. **George O. Cory** (31.5%); Vice Pres. **Dale G. Moore** (18.3%), and Sec.-Treas. **Kenneth Ston** (11.8%). Filed June 8.

WMPA Aberdeen, Miss.—T. A. Richardson, Joe Phillips & Crady Imes d/b as Prairie Bcstg. Co. seeks voluntary assignment to new partnership with same name. Principals include **E. O. Roden** (50%), sole owner of WBIP Booneville, and 30% owner WTUP Tupelo, both Miss.; **James A. Reese** (25%); **W. L. Dove** (12½%), 40% owner WTUP, and **G. A. Pribbenow** (12½%). Principals are owners of WAZF Yazoo City and WSUH Oxford, both Miss. Filed June 6.

WLLY Richmond, Va.—Louis Adelman seeks assignments to corporation WLLY Inc. Filed June 13.

Hearing Cases . . .

FINAL DECISIONS

Wichita, Kan.—New tv, ch. 3. FCC announced its decision granting the application of Wichita Television Corp., for new tv station on ch. 3 in Wichita, Kan., and denying the competing applications of The Radio Station KFH Co., and Taylor Radio & Television Corp. Comr. Lee issued a dissenting opinion in which Chairman McConnaughey joined. Action June 8.

Wilmington, N. C.—FCC by order made effective immediately an initial decision of May 11 granting applications of Port Bcstg. Co. for new am station on 1230 kc, 250 w unlimited time in Wilmington, N. C., and Citizens Bcstg. Co., to increase the power of WISP Kinston, N. C., from 100 w to 250 w on 1230 kc unlimited time. The Port grant is conditioned to the filing, within 60 days, of an application for mod. of CP specifying transmitter site and antenna system conforming to the rule. Action June 8.

INITIAL DECISIONS

WFPA Ft. Payne, Ala.—FCC Hearing Examiner J. D. Bond issued initial decision looking toward denial of the application of George A. Gothberg Jr., for renewal of license of am station WFPA Ft. Payne, Ala. Action June 8.

WAPF McComb, Miss.—FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Southwestern Bcstg. Co. of Miss. for construction permit to change frequency of station WAPF McComb, Miss., from 1010 kc to 980 kc, continuing with 1 kw power daytime only. Action June 15.

OTHER ACTIONS

New Britain, Conn.—FCC by order on petition by the Broadcast Bureau, continued from June 20 to July 7 the hearing by oral argument on applications of The New Britain Bcstg. Co. for mod. of CP of station WKNB-TV (ch. 30) New Britain, Conn., and for transfer of control of New Britain Bcstg. Co. from Julian Gross, et al., to the National Bcstg. Co. Action June 15.

Deintermixture Cases—Oral Argument. FCC scheduled oral argument on June 27-28 in the deintermixture tv rule-making proceedings involving Peoria, Ill., Evansville, Ind., Madison, Wis., and Hartford, Conn, also Albany-Schenectady-Troy, N. Y., area. Eligible parties should notify the Commission by June 15 of intention to participate, and a conference will later be held to arrange for allocation of time and schedule order of argument. Action June 8.

WCCP Savannah, Ga.—FCC by memorandum opinion and order, denied request of Dixie Bcstg. Co. for waiver of any Commission rule in conflict with the operation proposed in application to construct and operate a 100 watt synchronous amplifier in conjunction with station WCCP Savannah, Ga.; denied request for reconsideration of Commission Policy Statement of Feb. 28, 1947, concerning synchronous amplifier stations; and dismissed Dixie application. Action June 10.

The Dalles, Ore.—FCC by memorandum opinion and order, dismissed further protest filed May 9 by Radio Mid-Columbia Inc., permittee of new am station on 1300 kc, 1 kw daytime, at The Dalles, Ore., against Commission action of April 14 in granting without hearing an application of The Dalles Bcstg. Co. for new am station on 930 kc, 1 kw DA-N, U at The Dalles. Action June 8.

Spartanburg, S. C.—FCC by memorandum opinion and order denied a petition by Wilton E. Hall and Greenville Television Co. for review of an Examiner's ruling on April 26 in quashing a subpoena for the production of certain records by The Spartan Radiocasting Co. whose grant of mod. of CP for WSPA-TV (ch. 7) Spartanburg, S. C., is being protested by Hall and Greenville. Action June 8.

Tv Assignments—FCC by report and order, finalized rule making proposed in Docket 11313 and amended the table of tv assignments, effective July 15, to add ch. 16 to Pittsburg, Calif., and substitute ch. 15 for ch. 16 at Red Bluff, Calif., and ch. 56 for ch. 16 at Santa Cruz, Calif. This was Plan A in basic petition by Capital City Tv Corp. (KCCC-TV ch. 40), Sacramento, Calif. Action June 8.

Cleveland, Tenn.—FCC by memorandum opinion and order, effective immediately, (1) postponed effective date of grant made April 19 of application of Southern Enterprises for new am station to operate on 1570 kc, 1 kw daytime only in Cleveland, Tenn.; and (2) designated same for hearing to consist of oral argument on July 7 before the Commission en banc and made protestant Robert W. Rounsaville (WBAC), Cleveland, party to proceeding. Action June 8.

Houston-Galveston, Tex.—FCC by order on petition of Houston Consolidated Television Co., extended time for filing exceptions to the initial decision involving application of Gulf Television Co. (KGUL-TV), Galveston, Tex., for mod. of CP (ch. 11) from 15 to 20 days and replies thereto from 7 to 10 days; dismissed as moot Houston's petition for immediate action on above-mentioned petition. Action June 8.

Uhf CP's Extended—FCC authorized extensions of completion dates for 12 uhf tv stations notwithstanding indications from them that they are delaying construction and operation because of the uncertain economic future of uhf stations. The Commission noted that this is not valid reason for extension "and that further extensions under circumstances which do not include actual plans for construction and operation may not fulfill the requirements of the Act and may be detrimental to tv. FCC fixed Jan. 16, 1956, as termination date for all outstanding CP's in this category and will only authorize extensions beyond that date when there is clear indication of intent to construct. The 12 applications so extended were those of WETV (TV) Washington, D. C.; WOBS-TV Jacksonville, Fla.; WMCN (TV) Grand Rapids, Mich.; WKNA-TV Charleston, W. Va.; WITH-TV Baltimore, Md.; WETM (TV) Danville, Va.; WTVE (TV) Elmira, N. Y.; WINR-TV Binghamton, N. Y.; WQMC (TV) Charlotte, N. C.; WTRI (TV) Albany, N. Y.; KBAY (TV) San Francisco, Calif., and KAKI (TV) Visalia, Calif. Action June 8.

Routine Roundup . . .

June 15 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer on June 14

Seattle, Wash., KXA Inc.—Granted petition for an extension of time to June 20 to file reply to exceptions to the initial decision in ch. 7 proceeding (Docket 9030 et al.).

By Examiner Charles J. Frederick

Upon informal request by all parties in ch. 11, Pittsburgh, Pa., proceeding (Dockets 8730, 8840), record was reopened and further hearing is scheduled to commence on June 27.

By Examiner Herbert Sharfman on June 13

Ordered prehearing conference on June 16, in re application of WJR, The Goodwill Station Inc. (WJRT (TV)), Flint, Mich., for mod. of CP (ch. 12) (Docket 11371).

By Examiner H. Gifford Irion on June 13

Continued date for the commencement of hearing from June 16 to 28, re application of Deep South Bcstg. Co. (WSLA (TV)), Selma, Ala. (Docket 11371) for mod. of CP (ch. 8), and quashed subpoenas issued certain witnesses because of a number of petitions for intervention and enlargement of issues pending before the full Commission in this proceeding.

By Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension of time to June 22, for filing proposed findings in ch. 9, Orlando, Fla. proceeding (WORZ Inc., Dockets 11081 et al.). Action of 6-13.

Ordered prehearing conference re applications of Radio Suburbia Inc., Hopkins-Edina-St. Louis Park, Minn. (Dockets 11276, BP-9405, et al.) on June 23. Action of 6-14.

June 15 Applications

Accepted for Filing

License for CP

WKMC Roaring Spring, Pa., Cove Bcstg. Co.—License to cover CP (BP-6983) as mod., which authorized new standard broadcast station (BL-5749).

RENEWAL OF LICENSE

WBRT Bardstown, Ky., V. R. Anderson—(BR-3057).

WMCH Church Hill, Tenn., Thales E. Wallace—(BR-2952).

REMOTE CONTROL

WRIC Riverhead, N. Y., Suffolk Bcstg. Corp.—(BRC-747).

WLRD (FM) Miami Beach, Fla., Alan Henry Rosenson et al d/b/as Mercantile Bcstg. Co.—change point of operation by remote control from 420 Lincoln Rd. Miami Beach, Fla. to 814 1st St. Miami Beach (BRCH-137).

KWNO-FM Winona, Minn., Maxwell H. White—Operation by remote control from 216 Center St. Wincna, Minn. (BRCH-136).

License for CP

WBBQ-FM Augusta, Ga., Savannah Valley Bcstg. Co.—License to cover C.P. (BPH-1985) which authorized new fm station (BLH-1057).

WAPS (FM) Akron, Ohio, Board of Education, Akron City School District—License to cover CP (BPED-267) which authorized new Educational fm station (BLED-172).

Modification of CP

WTVY (TV) Dothan, Ala., Ala.-Fla.-Ga. Television Inc.—Mod. of CP (BPCT-1839) as mod., which authorized new tv station to extend completion date to 12-31-55 (BMPCT-3167).

WOCN (TV) Atlantic City, N. J., David E. Mackey—Mod. of CP (BPCT-1457) as mod., which authorized new tv station to extend completion date to 12-31-55 (BMPCT-3164).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-940) as mod., which authorized changes in facilities of existing tv station to extend completion date to 1-5-56 (BMPCT-3161).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-1764) as mod., which authorized auxiliary antenna at main transmitter site to extend completion date to 1-5-56 (BMPCT-3162).

WTTW (TV) Chicago, Ill., Chicago Educational Television Assn.—Mod. of CP (BPET-38) as mod., which authorized new educational tv station to extend completion date to 10-1-55 (BMPET-78).

June 14 Applications

ACCEPTED FOR FILING

Renewal of License

WPKE Pikesville, Ky., East Ky. Bcstg. Corp.—(BR-2326).

Application Returned

KCHE Cherokee, Iowa, Cherokee Bcstg. Co.—Voluntary transfer of control to Charles Reznikov, M. Louise Shimp, and Sterling H. Hall.

Modification of CP

KTHV (TV) Little Rock, Ark., Arkansas Television Co.—Mod. of CP (BPCT-1057) which authorized new tv station to extend completion date to 1-4-56 (BMPCT-3157).

WALB-TV Albany, Ga., Herald Pub. Co.—Mod. of CP (BPCT-1285) as mod., which authorized new tv station to extend completion date to 9-23-55 (BMPCT-3160).

KQTV (TV) Fort Dodge, Iowa, Northwest Television Co.—Mod. of CP (BPCT-1928) which authorized changes in facilities of existing tv station to extend completion date to 10-28-55 (BMPCT-3163).

WTWO (TV) Bangor, Me., Murray Carpenter and Associates—Mod. of CP (BPCT-1797) as mod.,

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which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3158).

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod., which authorized new tv station to extend completion date to 1-5-56 (BMPCT-3159).

WTOH-TV Toledo, Ohio, Woodward Bcstg. Co.—Mod. of CP (BPCT-1899) which authorized new tv station to extend completion date (BMPCT-3156).

WDEF-TV Chattanooga, Tenn., WDEF Bcstg. Co.—License to cover CP (BPCT-989) as mod., which authorized new tv station (BLCT-314).

KLTV (TV) Tyler, Tex., Lucille Ross Lansing—License to cover CP (BPCT-1205) as mod., which authorized a new tv station (BLCT-318).

WHA-TV Madison, Wis., Wisconsin State Radio Council—License to cover CP (BPET-47) as mod., which authorized new non-commercial educational tv station (BLET-3).

June 13 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 10

Early Sign-off

KGAN Kingman, Ariz., J. James Glancy—Granted permission to remain silent for period of 30 days.

Modification of CP

The following were granted extensions of completion dates as shown: WKNE-TV Keene, N. H., to 1-16-56; WFPG-TV Atlantic City, N. J., to 1-16-56; KBIC-TV Los Angeles, Calif., to 1-16-56; WTVX (TV) Gastonia, N. C., to 1-16-56; KCEB (TV) Tulsa, Okla., to 1-16-56; WFTV (TV) Duluth, Minn., to 1-16-56; KNUZ-TV Houston, Tex., to 1-16-56.

Actions of June 9

WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.—Granted mod. of CP for extension of completion date to 12-28-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: WHUB Cookeville, Tenn.; WHOP Hopkinsville, Ky.; WILD Birmingham, Ala., and WJMS Ironwood, Mich. (WILD and WJMS, while using non-directional antenna).

Actions of June 8

Granted License

WNEW New York, N. Y., WNEW Bcstg. Co.—Granted license covering increase in power, installation of new transmitter, change to DA-N only; condition (BL-5656).

WEAS Decatur, Ga., WEAS Inc.—Granted license covering increase in power, installation of new transmitter and reduction in power to 10 kw during critical hours (BL-5445).

Modification

Detroit, Mich., Burns Avenue Baptist Church—Granted mod. to change name to Grosse Pointe Baptist Church and to transmit programs from Mack Ave. and Base Line Road, Grosse Pointe Woods, Mich., to station CKLW Windsor, Ont., Canada (BMFP-4).

Remote Control

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of June 7

Granted License

KOIL Omaha, Neb., Central States Bcstg. Co.—Granted license for auxiliary transmitter and antenna and for authority to operate same by remote control (BL-5674).

WDBO Orlando, Fla., Orlando Bcstg. Co.—Granted license covering change in transmitter location and change nondirective radiator for daytime operation (BL-5689); and license to cover CP (BP-9718); CP to replace expired CP (BP-9278) for change in auxiliary transmitter location (BL-5690).

WEBB Dundalk, Md., 1360 Bcstg. Co.—Granted license for am broadcast station (BL-5687).

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—Granted license covering change of facilities, installation directional antenna (DA-1), installation new transmitter and change in studio location; condition (BL-5678).

WTAQ LaGrange, Ill., The LaGrange Bcstg. Co.—Granted license covering change in hours of operation, installation directional antenna (DA-N), change in transmitter and studio location and change type transmitter (BL-5686).

SSA

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Granted extension of authority to remain silent 90 days from May 31.

Modification of CP

The following were granted extensions of completion dates as shown: WATR-TV Waterbury, Conn., to 12-29-55; WNOW-TV York, Pa., to 1-5-56; WNRG Grundy, Va., to 8-1-55; WCFS Harvey, Ill., to 12-15-55, condition; WISH Indianapolis, Ind., to 8-20-55; KPMC Bakersfield, Calif., to 7-29-55, condition.

Actions of June 6

Granted License

WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co.—Granted license covering changes in licensed station (BLH-1049).

Remote Control

WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.—Granted authority to operate transmitter by remote control.

June 13 Applications

ACCEPTED FOR FILING

License for CP

KHJ Hollywood, Calif., General Teleradio Inc.—License to cover CP (BP-8907) as mod., which authorized change from employing directional antenna day and night to night use only (DA-N) (BL-5748).

KLOV Loveland, Colo., John W. Ecklin and James C. Grisham, d/b as Loveland Bcstrs.—License to cover CP (BP-9423) as mod., which authorized a new standard broadcast station (BL-5746).

WDKD Kingstree, S. C., M. L. Few and E. G. Robinson Jr., d/b as Palmetto Bcstg. Co.—License to cover CP (BP-9318) which authorized change frequency, increase power and change type transmitter (BL-5745).

KBRC Mount Vernon, Wash., Leo H. Beckley and Louise L. Beckley d/b as Beckley Radio Co.—License to cover CP (BP-9488) which authorized increase daytime power and install a new transmitter (BL-5747).

Remote Control

WRFC Athens, Ga., Radio Athens Inc.—(BRC-745).

WBZA Boston, Mass., Westinghouse Bcstg. Co.—(BRC-743).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—(BRC-744).

Renewal of License

WBAA West Lafayette, Ind., Purdue U.—(BR-501).

Renewal of License Returned

WTHI Terre Haute, Ind., Wabash Valley Bcstg. Corp.

Applications Returned

WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—Mod. of CP (BP-8158) as mod., which authorized a new standard broadcast station for extension of completion date. (Unnecessary.)

KXOL Fort Worth, Tex., Fort Worth Bcstg. Co.—Voluntary assignment of license to KXOL Inc. (Notary seal not affixed to Section II.)

License for CP

WMBR-TV Jacksonville, Fla., The Washington Post—License to cover CP (BPCT-877) as mod., which authorized changes in facilities of existing tv station (BLCT-317).

WMTW (TV) Poland Spring, Me., Mt. Washington TV Inc.—License to cover CP (BPCT-1530) as mod., which authorized a new commercial tv station (BLCT-315).

June 10 Applications

ACCEPTED FOR FILING

License for CP

WAVI Dayton, Ohio, WAVI Bcstg. Corp.—License to cover CP (BP-9433) which authorized change antenna, transmitter and studio locations and change station location to Dayton (BL-5741).

KRMW The Dalles, Ore., Radio Mid-Columbia Inc.—License to cover CP (BP-8791) as mod. which authorized new standard broadcast station (BL-5743).

WSAZ-TV Huntington, W. Va., WSAZ Inc.—License to cover CP (BPCT-896) as mod. which authorized changes in facilities of existing tv station (BLCT-310).

Remote Control

WILD Birmingham, Ala., Pilot Bcstg. Corp.—(BRC-739).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BRC-740).

WJMS Ironwood, Mich., Upper Michigan-Wisconsin Bcstg. Co.—(BRC-741).

WHUB Cookeville, Tenn., WHUB Inc.—(BRC-742).

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Operation by remote control from 1102 S. Virginia St. Bass Bldg., Hopkinsville (BRCH-135).

Renewal of License

WZIP Covington, Ky., WZIP Inc.—(BR-1763).

WLEX Lexington, Ky., The Central Kentucky Bcstg. Co.—(BR-1354).

WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.—(BR-471).

WMAZ-TV Warner Robins, Ga., Southeastern Bcstg. Co.—License to cover CP (BPCT-473) as mod. which authorized new tv station (BLCT-316).

Applications Returned

KCTL (TV) Seattle, Wash., Seattle Construction Co.—Mod. of CP (BPCT-1811) as mod. which authorized new tv station to extend completion date to 12-7-55.

WSAU-TV Wausau, Wis., Wisconsin Valley Television Corp.—Mod. of CP (BPCT-1379) as mod. which authorized new tv station to extend completion date to 1-1-56.

UPCOMING

JUNE

June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20: Start, New School for Social Research Script Workshop, N. Y.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20: Start, WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.

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Toll Tv: The Wire Way

ABOUT a week has passed since the deadline for comment on the FCC's proposal to authorize subscription television. Admittedly a week is not much time in which to examine thoroughly the hundreds of thousands of words now in the Commission's subscription television file. But a word-for-word examination is not necessary to uncover the central issue in the case.

The central issue is not whether one corporation or another would suffer or gain as a result of the erection of toll gates on the television airways. It is whether the public would suffer or gain. All arguments that do not address themselves directly to that issue are superfluous.

It seems to us the public would gain only if subscription television were introduced as an added service, a new enterprise complete within itself. The public would not gain, indeed would suffer, if as little as a half-hour now occupied by a free program were pre-empted for a show visible only after payment of a fee.

The public has bought 35 million television receivers, worth at least $10 billion, in the belief that the purchase price and ordinary maintenance were the total admission charge to all the television signals within range. It would hardly reaffirm the public's faith in television broadcasters and manufacturers or in the U. S. government if any of those signals were usurped, in whole or in part, for programs bearing an additional admission charge.

Inescapably, the government has some responsibility to protect the public's vast investment in television sets that were designed and sold to receive free television programs. It would be wrong, however, to grant that protection at the expense of technological and economic progress. It is not for the government to say that subscription television should be prevented from developing. But it is within the government's discretion to say whether toll tv should use the television spectrum and if so what part.

IF THE public interest requires that the present use of signals by free television be left undisturbed, subscription television must be delivered by signals in other parts of the spectrum or by wire lines. To utilize new broadcast frequencies would create technical and economic complications at least as severe as those now confronting uhf. To utilize wire lines would entail no technical problems whatever and the economics of that approach do not appear to be particularly intricate.

In its comments to the FCC, Zenith estimated that decoders would cost about $50 to manufacture. If toll tv were assigned as a broadcast service in new frequencies, it would cost $50 for a decoder, at least that much and probably more for converter and antenna, and some installation expense for each set. In the belief of Jerrold Electronics Corp., which has had considerable experience with wired community antenna systems, the unit cost of a wire service for subscription tv would be less than that.

The virtues of introducing subscription television as a wired system are obvious. Free television would continue without technical disturbances. Toll television would be offered to the public as a new means of home entertainment, attached to the tv set, to be sure, but as an added attraction. People could buy or reject it on its own merits, without having to consider it a replacement for any part of their accustomed service from free tv.

In suggesting that they launch their project as a wired system, we are aware that the advocates of subscription tv will accuse us of plotting the stillbirth of their baby. They will claim that a wired service would cost more to create than a service provided over existing television broadcast channels.

It would cost more, it is true, but not enough more to make the difference between the creation or abortion of subscription tv.

If the advocates of subscription television truly believe in the potential success of a home box office, they must also admit it would be possible to finance and operate it as a wired service. If they really believe the public wants bigger and better programs than those now available on commercial tv, they must also believe that the public will want them whether delivered by wire or air.

All the toll tv interests have asked the FCC for a speedy decision. The surest way to get one would be to inaugurate their projects by wire.

They could establish their systems within any state without reference to the FCC. They would need that agency's approval only if they established interstate connections of their own. If they used AT&T interconnection facilities, it would be up to AT&T to clear the charges with the Commission.

Despite the fact it might entail a somewhat larger capital investment, the establishment of subscription television as a wire service instead of a broadcast service strikes us as the most practical and speediest way the advocates of toll tv can put their plan to the ultimate test of acceptance by the public.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Do you realize we're the only two in this studio who don't get a credit line on every film!"

AS A FOOTNOTE to our comments about subscription television we cannot refrain from adding what we trust will be a temperate word to a series of most intemperate exchanges among spokesmen for the pro- and anti-toll tv forces.

Several industry leaders have stooped to personal vilification in the war of the mimeograph that has been fought over subscription tv, but none has stooped lower than spokesmen for Zenith Radio Corp.

Nor was it accidental that coincidentally with the deadline for FCC comments on subscription tv, Zenith demonstrated a new electronic gun which can shoot the commercials out of television.

The dictionary says the antonym of zenith is nadir. In this case the dictionary is wrong. Zenith has meant the nadir of taste in recent publicity.

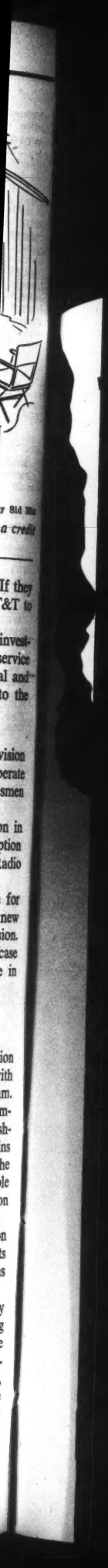
Guam's Away

IT WAS inevitable that the construction of "morale" television stations on military bases would lead some day to conflicts with commercial broadcasting. Such a conflict is now at hand on Guam.

As has been reported here in two recent issues, KUAM, a commercial radio station on Guam, is protesting the proposed establishment of an armed forces tv station on the island. KUAM complains that the military outlet would carry network kinescopes, with the commercials intact, and that with free tv advertising thus available to them national advertisers would quit using radio commercials on KUAM.

Armed Forces Radio Service already has a low-power television station operating at Limestone Air Base, Me., and booster outlets relaying commercial stations to other bases [B•T, June 6]. It plans more on-base stations.

It is difficult, of course, to oppose the establishment of a military morale station without also appearing to oppose the policy of making life more endurable for military personnel on remote bases. We certainly do not wish to deprive the armed forces of whatever legitimate enjoyment they may arrange for themselves. In this case, however, the creation of a television broadcasting service complete with Stateside network commercials would plainly put the armed forces in direct competition against a civilian commercial radio station. As a matter of principle, we must object to that.



THE TULSA MARKET IS NOW LARGER *than* OMAHA, SAN DIEGO, DENVER OR MIAMI

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* Source: Television Magazine Research Department

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- in percent increase in retail sales since 1948.
- in percent increase in population since 1950.

*Source: SRDS Consumer Markets

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